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## Easy stand-up pouch refilling

**SHRINKRAP SYSTEM**  
Continued from front page

Pottington Industrial Estate, Barnstaple, Devon EX31 1NE - tel: 0271 45351; fax: 72980.

"The company searched the world for six months before choosing the recommendation from EDL," says Mr Tabor. "These are the most highly specified machines we have ever built."

**"Operator panel gives diagnostics and instant status data"**

An operator panel gives diagnostics and instant status on machine performance, enabling a single operator to oversee the three machines. Since the film reels are side-loading, maximum access is given for changeover.

Other features include a special finish to suit the hygienic environment. Guard doors give good visibility of the whole machine even when closed.

The machines are among many recent custom designs from EDL. The company has doubled the size of its design department, with most major work carried out using end.

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**PRG LEVY**  
Continued from front page  
compliance legislation.

But the packaging PRG is just one of eight industry sectors which have PRG plans. Some of the others are just as keenly seeking promises of legislation but have been told not to expect too much. With this scenario, why should the packaging sector expect any different treatment?

Local authorities say November is already too late for

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PACKAGING NEWS/JULY 1994

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# PACKAGING NEWS

OF JAPAN  
COLLEGE

AUGUST 1994

THE COMPLETE NEWS SERVICE FOR BUYERS OF PACKAGING EQUIPMENT, MATERIALS AND SERVICES

## Multipack solution for easy carrying



The pouch is punctured with the piercing tube and the bottle is closed. The contents are ready for use

rently found on supermarket shelves, consisting of an identical bottle without a dispensing closure, says Chromos Inter (16 Grove Road, Northwold,

promised material sector audits have not been undertaken, so that the figure has been determined without knowing how much is really required to meet the household waste collection and recycling targets.

One senior industry source says that it is a fundamental error, since it is vital to know how much money is needed before you decide where to place the levy. However, the PRG shows no commitment to revising the £100 million figure.

He told delegates that "This cost will be part of the normal commercial obligations. We are not going to treat this cost in any special way. Some will be passed on, some will be negotiated in price talks."

Converters increasingly fear that the levy will fall on them.

### Mad scramble

However, the mad scramble going on is most keenly felt on the issue of the levy. The figure of £10 in £10 as the cost of the scheme, is coming more and more into disrepute, with companies telling PN that it is wildly inaccurate. Indeed the

A multipack system which combines the benefits of minimum material use, ease of handling for the consumer and effective shelf facing for the retailer has been introduced into the UK over the last few months.

Called Decopack, the system is described by its manufacturers as the newest solution available for multipacks, and one that offers benefits in both marketing and production terms.

Designed for multipacking bottles, the product clustering of Decopack is achieved by applying a stretch sleeve onto the group of containers. A handle manufactured from self adhesive tape is then added, which allows the consumer to

stretch sleeve manufactured by Smurfit Packaging Products, which also supplies the carry handle. This is made of class from a single printhead.

Continued on back page



Decopack: described as the newest solution offered for multipacks

pac srl and Comag, who have set up Decopack as a joint venture company. Italian and international patents have been applied for and are pending.

Possible applications

include printing onto the non-removable part of metal closures to provide an acceptable solution to statutory legoing. Other uses could be where discrete codes are required, as not to interfere with the overall design, as on cosmetics cartons.

Pharmaceuticals is another area which could benefit, given the increasing load of statutory information. Handling systems can be provided for coding around the circumference of even the smallest containers.

Where inkjet is already

Continued on back page

The Printhead printhead from Domino UK can be incorporated into the Codbox 3 or Solo 3 printers. The system is a dedicated one, since electronics must also be tailored to the necessary charge on each ink droplet. It is said to give the best overall performance in its class from a single printhead.

To ensure payment of the levy, registered packer/fillers or retailer/wholesalers would be liable for the levy on their purchases of packaging from converters and importers unless the levy is included in the purchase price in the same way as unregistered buyers.

"The entire packaging chain should realise that the levy is not just another competitive cost and price increase that could be negotiated away," Sir Sydney warns the PRG that any funding scheme should be seen as provisional.

If packer/fillers and retailers still resist the levy, the IO should reserve the right to amend the scheme by for example imposing a levy directly on turnover, concludes the report. Interested parties have until the end of August to submit comments on the levy to the PRG (see p. 10).

## Levy decisions unveiled

In what has been described as

the decision of Solomon, a modified converter levy with provisions to ensure it is passed down the chain has been proposed by Sir Sydney Tipworth for the funding of the PRG Valpak scheme.

The levy will be paid to the Industry Organisation (IO) by the converters and the importers, on unregistered customer sales and by the registered customers on their sales. "I believe enabling and supporting legislation will be essential," says Sir Sydney. The larger packer/fillers, wholesalers and retailers should register with the proposed IO.

possible

payment have not been set. To ensure payment of the levy, registered packer/fillers or retailer/wholesalers would be liable for the levy on their purchases of packaging from converters and importers unless the levy is included in the purchase price in the same way as unregistered buyers.

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## CONVERTING

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Dominique Frémer, Pakax 95 exhibition director, speaks about why she is confident of next year's show success - the only international packaging event in 1995.

**PPMA show is sold out** 9  
For the second year running, the machinery-only show is sold out.

**Flowmater system stops milk giveaway** 8  
We report on the introduction of flowmeters technology, as dairies count the drops to avoid overfilling milk in polybowls.

**Maat the Association 17** 17  
The Paper Federation, formerly the BIBB, changed its name but not its colour. It is continuing to work on the evolution of the international federation as it meets the pressures facing the industry today.

## FEATURES

**Labelling, Coding and Marking** 22-31

We report on competing in-mould labelling technology and the benefits of barcode systems for a smoother supply chain, and sleeve applications, as well as pallet labelling in this area.

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In April, I commented on the proliferation of packaging-related exhibitions being held next year, especially the four taking place in London in a six week period in the Autumn. And this on top of the fact that historically, Pakex (3-7 April, 95) has drained the packaging industry's promotional budget by the time it has closed its doors.

Recently, there has been much talk of the demise of Pakex as an event, to the extent that the popularity of specialist shows will overtake the ground usually held by the large international exhibitions. This 'talk' has been further fuelled by the withdrawal of companies such as Lawson Mardon Group, SCA Packaging and the like, as much as anything else (see page 6).

The view that large shows are dying on their feet because of the lack of large corporate stands does not quite stack up. Indeed, the decision by some of the large multinational groups to not intend in a corporate flag waving context, but to still allow their subsidiaries to exhibit, may make Pakex a more targeted event than previously.

For instance, the person that steps onto a large stand which incorporates 25 separate divisions is unlikely to want to talk to more than two of these companies. It makes little difference to the visitor if they are on a group or individual stand. Indeed, it could be argued that a visit to a medium sized stand is easier.

This is not to denigrate companies that continue to value the group marketing approach, however. What interests me on this matter, is the paranoia of packaging companies about what the size of their stands says about them. Surely marketeers from all industries buying packaging are now more sophisticated than that?

Obviously, if the whole CarnaudMetalbox Group was exhibiting in a small shell scheme, it would be the gossip of the exhibition. But surely it would not cause such a furor if one of its profit centres in, say promotional packaging took up a similar amount of space?

Costs are key, of course and you can hardly blame a large company for not wanting to spend half a million pounds on a purely promotional exercise. But, for the subsidiary companies that do not have the pressure of 'having' to go for large space to preserve their image, Pakex does offer the potential of 50,000 visitors.

If, and it is a big if at this stage, Pakex 95 does manage to attract this type of exhibitor then, it could be argued, it will be a far more focused and targeted event for the visitor than previous shows. Indeed, exactly the buzz words used to promote the smaller, specialist exhibitions.

Rather than assume Pakex 95 will fail because it will not have exactly the same exhibitor profile as Pakex 92 or 89, shouldn't we consider that it is precisely this change that could be of most value to the visitor?

Gail Lea, Editor

## Foil tray offers food savings



Aluminium foil tray by Alcan Eko: 170mm square  
muffins and cakes, says Alcan (Ashbridge Road, Cheshire, Bucks HP5 2QE - tel: 094 775221, fax: 791961). The tray can be used to bake or freeze four items at a time.

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## Board cartel is heavily fined

Record fines totalling ECU132.15 million (£104 million) have been imposed on 19 European cartonboard producers by the European Commission (EC) for running an "elaborate and institutionalised price fixing and market sharing cartel" since 1986.

Half of the firms did not deny the allegations. However, some are still insisting that the meetings held in luxury hotels in Zurich had no more than social occasions and are considering an appeal.

ringleaders and the 'ordinary' members of the cartel.

Between 1987 and 1990 cartonboard consumption in Western Europe rose by almost 20 per cent. Prices were increased usually twice a year by up to 10 per cent in spite of determined customer resistance and a fall in pulp prices, says the EC. Firms which were suspected of deviating from the plan were required to explain themselves and pressure was put on them to raise prices, according to the EC.

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PACKAGING NEWS/AUGUST 1994

## Bagger makes cones

A vertical form, fill, seal machine that produces cone-shaped packs for popcorn, biscuits and confectionery is among a range of baggers offered to the UK market by Sussex & Berkshire Machinery, the newly appointed UK agent for Italian manufacturer, Euro Impack.

The El Cone-Clips machine is fed by a single reel of film and produces a bag that is completely sealed, but cone-shaped.

Immediately

after the bag is sealed a plastic coated wire clip is applied at the top, to allow the bag to be reclosed after initial opening.

Fine control of temperature and sealing jaw pressure

allows an airtight yet easy to open seal to be made, says Sussex & Berkshire (Blacknest, Alton, Hants GU34 4PX - tel: 0420 22669, fax: 22687).

As well as dry, free flowing products such as snack food, the machine can also be equipped to handle creams and pastes, providing single-use piping bags for cake and dessert decoration.

Among other Euro Impack machines available from Sussex & Berkshire is the El Very Fast single tube vertical bagger offering speeds up to 140 a minute and a broad size range that extends to bags 210mm wide and 290mm long. The company

also offers weighers, volumetric cup and auger dosing systems that can be integrated into the host machine's control system.

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The speed of the El Cone-Clips machine is up to 45 bags a minute and, when not required for conical bags, the unit can be quickly changed over to produce conventional pillow packs.

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The El Cone-Clip produces cone shapes and conventional pillow

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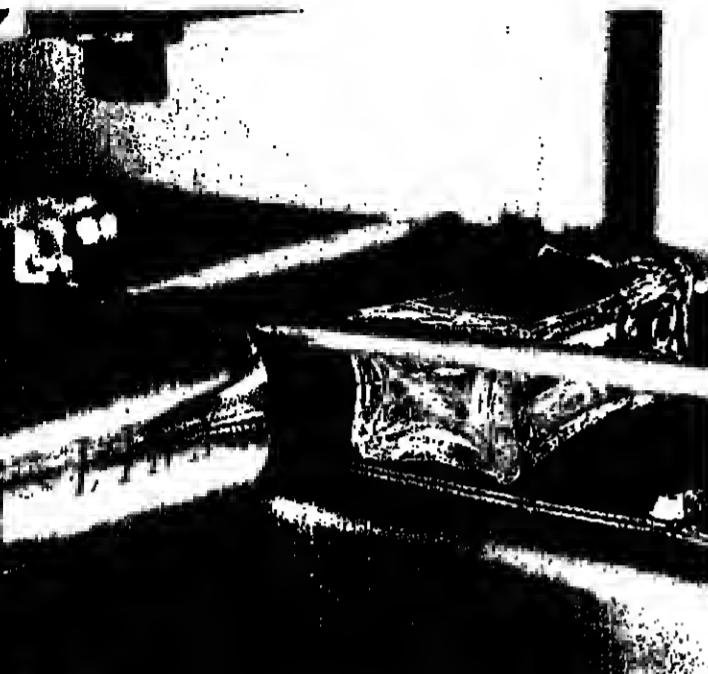
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## Inkjet stores messages

Broad Oak Toiletries in Devon has installed a Linx 4200 series continuous inkjet printer at its plant in Tiverton. It is the first UK installation and is being used to print up to two lines of product codes onto plastics and glass bottles containing shampoos, bath gels, perfumes and colognes.



The Linx 4200 at Broad Oak Toiletries, applying codes to glass perfume bottles

onto plastics and glass bottles containing shampoos, bath gels, perfumes and colognes.

Together with a Linx 4000

printer installed some 18 months ago, the 4200 unit replaces the debossing and batch code systems used previously. Runs vary from 500 to 35,000 items at Broad Oak.

Using a Midi printhead, the

usually associated with larger machines, says Linx Printing Technologies (Burrell Road, St Ives, Huntingdon, Cambs PE17 4LE - tel: 0480 300755, fax: 495093).

Both printers run on lines which incorporate conveyors specially designed and built to allow a wide range of containers to be manually loaded and then introduced to the printers.

"Since installing the 4200 printer we have also been asked to print a special recycling logo on products destined for the Italian market and have been delighted to find the printer can do this," says Bernard Johns Broad Oak's chief engineer.

"Many of our customers wanted clear, easily spotted codes. We decided on Linx because their machines are technologically advanced and are known to be reliable and clean," explains Mr Johns.

System prints characters 3mm high in Linx's ethanol-based, odour-free ink. A key feature is the message storage facility

For further information 141 0838 772268

## EU Directive looks set for conciliation as Belgium withdraws endorsement

The European Union's (EU) Packaging Directive looks set to go to conciliation. This will delay the Directive's adoption until the end of the year, with the possibility of it being thrown out and the process beginning all over again.

Belgium has refused to endorse the Directive, as it is still unhappy about the ambiguous wording of Article 31 on 'economic instruments' (see PN July). Belgium has been given a few more weeks in which to change its mind.

However, most governments are now resigned to the fact that conciliation will go ahead. The UK Department of Environment tells PN: "It is disappointing. But there is nothing we can do. We just have to wait and see what happens."

David Bowe MEP tells PN

that: "Everything's up for

pens in conciliation." Member states had sought to avoid conciliation at all costs, since it is a new procedure giving MEPs significantly more powers and as yet untried by the EU.

**"MEPs may attempt to reopen debate on targets"**

grabs. We will open up the area there is to explore in conciliation. We will change economic instruments but it will cost the Council of Ministers."

It now remains for the Council of Ministers to notify the Parliament that it wishes to start conciliation. It is unlikely that the process will get underway until after the summer recess in September.

Stage one should take around six weeks. However, ultimately if no agreement can be reached, the European Parliament can veto the Directive with an absolute majority.

Lyn Trytsman-Grey, director general of the Alliance of Beverage Cartons and the Environment, tells PN: "At least [the Directive] was proceeding fairly speedily, but now it has all fallen apart and it could go back to square one. The Belgians are completely unbridgeable, and even the Germans are a bit miffed that the Belgians have not accepted the Directive, because they are not keen to broker a compromise."

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# Pakex looks to focus its attentions

**Pakex has always been the exhibition the packaging industry has loved to hate. A new man is here every three years - It's too big, too small, too expensive, too broad, too focused, too long etc etc. Gail Lea talks to Dominique Fraser, Pakex 95 exhibition director, about why her team is confident that next year's event will overcome these criticisms and be a successful show.**

other major players. These factors are countered by Dominique Fraser, Pakex '95 exhibition director, however with the view that although the show may not have as many mega-stands, it will still have some of the individual companies that comprise these international groups, as well as other first time exhibitors.

"A definite trend for the 1995 event is for some of the major players to have empowered their subsidiaries to decide on and pay for attendance in their own right," she says. "I firmly believe that there will still be the same number of companies represented at the show as the '92 event - around 1200 - even though the total meterage will probably be down by approximately 10 per cent."

And even this figure, she points out, is in line with other international shows such as Pack-Ima and Macropak, which have both seen reductions in overall meterage this year.

In case this comes over as being defensive, Ms Fraser is anything but. "Our major unique selling point is that we are the only international pack-

aging event taking place next year," she says. "We intend to take full advantage of this through various initiatives including our worldwide visitor promotion campaign which will be launched in October."

Looking after visitors and

industry sectors they are interested in, rather than just being sent entry tickets.

Once returned, the potential visitor will then be sent a list of every exhibitor relevant to these markets along with an entry passport. This passport also allows visitors to the Food Processing Technology show as well as Brewing and Beverage Technology exhibition which are running alongside Pakex. And without the need to reregister.

As well as this list of names being sent to visitors, every exhibitor will receive a list of all visitors that enquired about the products or services offered, even if they did not visit those specific stands. This service is designed to provide a number of new leads for every exhibitor.

These visitor services are designed to direct them more easily around the large exhibition - it occupies seven halls at the NEC. Ms Fraser is keen to stress that although Pakex is a broad based, major event it can still meet visitor and exhibitor needs by being highly targeted.

She is determined to make the exhibition a 'need to visit' exhibition in a professional manner is key to the thinking behind a lot of the initiatives planned by the Pakex 95 team. Anyone enquiring about visiting the show will be sent a questionnaire detailing which



Dominique Fraser, exhibition director



## Pakex 95

Promotional and other features include a Producer Responsibility Group (PRG) Information Centre, a design feature and an exhibition to celebrate Pakex's 20th anniversary. Competitions running throughout the five days mean visitors will have a chance to win a car and a luxury weekend break for two in a European city.

With eight months still to go until opening, the Pakex team is confident that a successful show is well within their grasp.

**Pakex 95 takes place from 3-7 September 1995 at the NEC Birmingham, and is organised by Reed Exhibition Companies (Oriel House, 26 The Quadrant, Richmond, Surrey TW9 1DL - tel: 081-948 9821, fax 081-948 9848).**

an all-in package will be available. This will include flights, hotels, catalogues etc all inclusive. "We will do all of the hand holding," says Ms Fraser.

The Pakex 95 team are also trying to offer extra services to exhibitors in terms of stand design and contractors. "It does not have to cost the same amount as it has done in the past," says Ms Fraser, "as many of our most recent bookings are funding."

# French milk market laps up easy open

The launch of milk in Tetra Pak's Tetra Brik in ReCap spout by the largest French branded milk producer Candia would appear to herald the beginning of strong market penetration for the easy open package in France.

Although this was not confirmed by Tetra Pak UK (1 Longwall Road, Stockley Park, Uxbridge, Middlesex UB11 1DL - tel: 0895 868000, fax: 868001),

James Bryant, marketing manager milk at Tetra Pak UK, tells *Packaging News* that by the end of the year, 20 machines will be installed in France. Of the 3.3 billion litres of milk processed in 1993, nearly 80 per cent was packed in Tetra Brik.

The first milk application of ReCap in the UK may also not be far off. It is believed that a UK supermarket will soon import UHT in ReCap and it is rumoured a machine may soon be installed in the UK, although this was not confirmed by Tetra Pak UK (1 Longwall Road, Stockley Park, Uxbridge, Middlesex UB11 1DL - tel: 0895 868000, fax: 868001).

Taste, always an issue in the UK, may be influenced by the slightly different method of pasteurising and homogenising carried out in French dairies such as Schneiter SA in eastern France.

Supermarkets in the UK

insist on higher processing temperatures for a longer time than is required under European Union legislation and carried out in France.

"We will follow France, but in a slower and more reduced way to around 50 per cent of market share probably," says Mr Bryant. "Plastic containers have inhibited the growth of the UHT milk market in the UK. But growth is estimated at 4 per cent this year," he adds.

"UHT milk is the cheapest in the supermarket at 20 pence a pint, and retailers are interested in promoting long life milk," says Mr Bryant.

There are six UHT milk producers in the UK. However, output is low and a substantial amount of milk is imported. UHT accounts for about 5 per cent of milk sales in the UK.

**For further information K8 Call for details 0895 772288 123**

Milk has been launched in Tetra Pak's Tetra Brik with ReCap spout by Candia, the French branded milk producer



## Heat seal solution for effervescent tablets

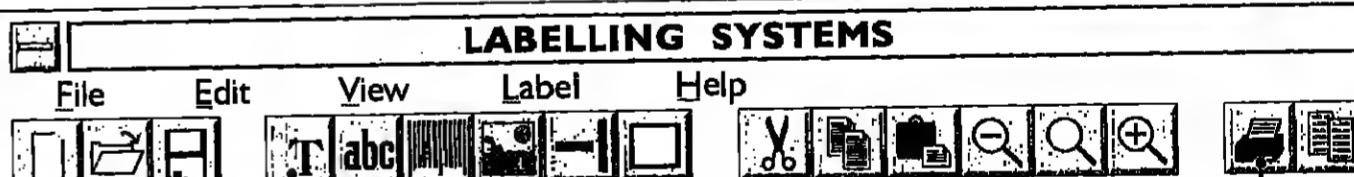
The need to cut costs, meet new legislation and cope with the problems traditionally associated with packaging effervescent tablets was behind German Helago-Pharma GmbH, choice for installing a Siebler strip packaging heat sealing machine for its denture cleanser tablets from Pipenbrock Verpackungstechnik.

Karl Josef Kloekner, Helago's production manager, tells *PN*: "Low drop heights, multi dust extraction device and a breakage ejection system as well as reverse motion belt drives secure the careful treatment of our products." Effervescent tablets attract



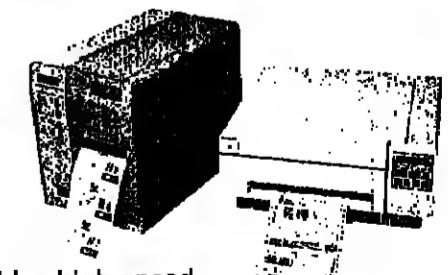
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### Resealable closure can be used on range of pe films

In its first commercial application, the Zipit reseal system for flexible packaging is being run with pe film for 4lb bags of frozen vegetables. Zipit from Hanlex Ltd, can be used on standard mono pe film, coextruded pe or complex laminates.

Tenda frost, which packs the product, worked with Hanlex to develop a system fitting into its existing line.

Retail packs will use coextruded pe, but Tenda frost says it has run mono pe with Zipit without any problem.

The seal has a special one-way action which makes it easy to open from the outside, but very resistant to popping open if, for example a full pack is dropped on the floor," he says.

To ensure that Zipit is compatible with industry standards and can be easily adopted at minimum cost, Hanlex has worked with Lawson Marion and Thomas's Europe.

"As products are packed, the Zipit closures are heat fused straight into the pack-

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### Flowmeter systems beat milk giveaway

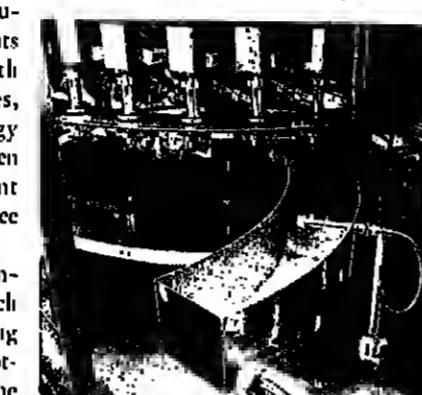
Dairies are turning to precision flowmeter and weigh/fill equipment in an effort to beat giveaway on the larger sizes of polybottle for milk, say filling machinery manufacturers.

Usually used for high value added product, flowmeter technology is used on a rotary filler from BWI Dawson which has milk among its target markets. According to BWI, the high volumes of the milk industry, and the propensity of level filling to accumulate large amounts of giveaway with semi-rigid bottles, make the technology viable for dairies, even though investment may be twice or three times as much.

Flexing of container sidewalls, which can lead to overfilling on level filled pe bottles, can be overcome by the inductive flowmeter technology, says BWI, which accurately gauges volumes of water-based product by inducing and metering electric current. The problem is largely confined to the UK dairy industry, says BWI; polybutylene used in the US, for example, tend to be heavier.

Irrespective of variation in container dimensions, product is filled within a ±1.5g tolerance at speeds of up to 350 containers a minute for 2 pint sizes, says the manufacturer (Gomersal, Cleckheaton, W Yorks BD19 4LQ - tel: 0274 873422, fax: 874930).

Italian machinery manufacturers have previously produced induction flowmeter equipment, and GEI Filling Capping and Labelling brought out two rotary liquid



BWI filling valve and flowmeter assembly with clean in place (cip) trough

Industrial Estate, Hythe Road, Ashford, Kent TN24 8DS - tel: 0233 629161, fax: 639560.

Later this month two major dairies are due to begin on-site trials of the system from BWI. Payback is said to be within a year. The filler is also suitable for juices, personal care and household products. There is a choice of closure systems.

An alternative approach used by level fillers is to adjust dosing on the evidence of off-line testing of volumes.

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### Bigger PPMA is sold out

many companies now view PPMA as the most important event for product launches

the centre. Halls 1 and 2 have been booked which gives around 6000sq m of space, but

provides members with a matchless opportunity to meet their customers in an annual format with a difference, says the PPMA.

One thing that the PPMA stresses about the London show is that the price per sq metre is £115 to members and £155 to non-members subject to availability.

Further details on the two shows are available from the PPMA (Progress House, 404 Brighton Road, South Croydon, Surrey CR2 6AN - tel: 081-681 8226, fax: 081-681 1641).

A full preview to this year's show will be in our September issue.

For further information K8 Call for details  
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Processing and Packaging Machinery Association

because of the dedicated theme and calibre of visitor," he added.

At the same time, PPMA has just launched the 1995 event, which will move from the NEC for one year, because of Pakex 95, to the Wembley Conference Centre. It will run from 14 to 16 November, and it is hoped to fill three halls at

an option on a third hall could bring the total size up to this year's levels.

According to the PPMA, it has established its exhibition cycle for the foreseeable future by putting the 1995 show into this slot. Two years later by the NEC, Birmingham followed by a London event,

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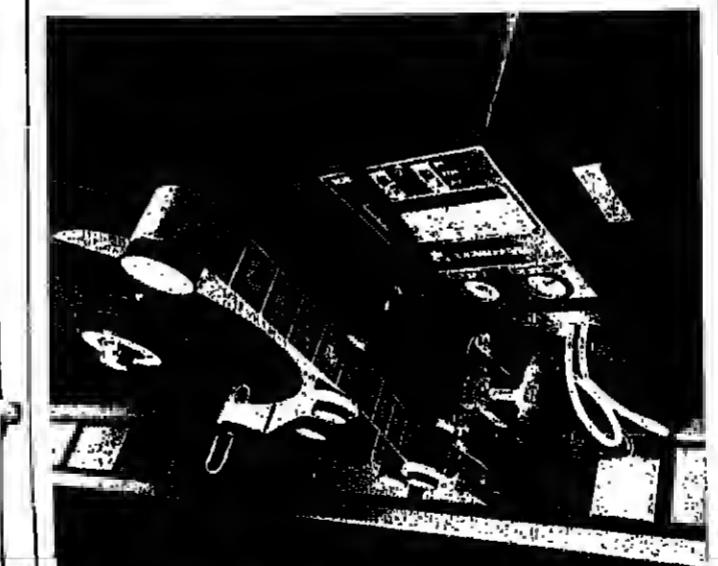
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### THE CASE FOR TRI-WALL IS GETTING STRONGER

Radio frequency tags completely integrated

Complete integration of radio frequency (rf) tags into packs, as well as automatic labelling, is possible with Checkpoint Systems' Impulse technology, currently being specified by at least one major US drugstore chain for high risk items.

The rationale behind the system is not only that shoplifting is deterred and detected, but also that retailers are able to maximise sales by displaying more product outside cases where it would otherwise be a security risk and stocking more high cost/high margin items.



Checkpoint Systems radio frequency technology for source tagging

board presentation carton.

This approach of complete integration has been followed by several US manufacturers supplying the Walgreen chain of drugstores. This nationwide mass-merchandising retailer has identified categories of product which require source tagging, says Checkpoint UK managing director Ray Higgs, and is telling potential suppliers which systems to integrate.

Deactivation can occur automatically at the checkout, with systems integrated with barcode scanners. Tags will be deactivated as long as they pass inside a 'bubble' up to 12 inches from the scanner, says Checkpoint (Unit 13, Ash Industrial Estate, Flex Meadow, Harlow, Essex CM19 5TJ - tel: 0279 452233, fax: 452884).

Packs of Kodak film and Victorinox Swiss Army knives are among the products which are having tagging built in, making it both inaccessible for possible removal and invisible.

"It's just got to be led by the retailers telling their suppliers that they need this sort of

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# Packaging levy: Government must act fast

As *Packaging News* went to press, Sir Sydney Lipworth's long-awaited report on the levy to finance the Producer Responsibility Group's (PRG) national infrastructure and recycling scheme was wending its way to the PRG offices.

expressed over dealing with packaging in isolation, rather than as part of a national approach to waste management. • Legislation: the support for legislative backing was almost universal.

However, the delays in publishing Sir Sydney Lipworth's report on the levy to finance the scheme will postpone the final PRG report until at least September.

This has augmented fears that nothing will be ready for November, when the PRG had hoped for framework legislation to be included in the Queen's Speech.

The interim report concludes that "few would give

wholehearted support to the plan without the government's assurance that it will enact compliance legislation". As far as the levy goes, failure to ensure legislation may well result in mass non-compliance.

Lending support to the critical issue of underpinning legislation, the House of Commons (HoC) Environment Committee, in its report on Recycling in the UK, says:

"We believe that as the PRG's view is so clearly that enabling legislation is needed, the government should reach an early conclusion on whether or not it will legislate. Clearly, if a decision is taken not to legislate quickly, the Government

will need to produce its own programme as to how these targets may be realised."

James Devereux of Inepen tells *PN*: "The prognosis does not look terribly good. The civil servants seem less supportive in the noises they are making now about legislation.

"One problem is the vehicle for it. The only primary legislation you can bolt it to is the Environmental Protection Act, but there is a problem with this at present."

Following the consultation period on Sir Sydney's report of about a month, the PRG plan will be revised to take account of comments made during the main consultation



Christopher Stewart-Smith has been appointed the independent chairman of Valpak. He is on secondment from ICI and will oversee the PRG until Valpak is set up

period and the consultation period on Sir Sydney's report. Care will have to be taken at this stage to incorporate the industry's views, since a frequent criticism from both within and outside industry has been that participation in, and consultation during, the planning process has been restricted to the PRG companies.

In the Public Consultation report, concern was voiced that this will continue into the formation of Valpak. It is therefore recommended that once the levy has been determined,

PRG should be more specific on the constitution and representation of Valpak and the material organisations. In addition, the credibility of the plan was questioned because of a lack of clarity, due in part to insufficient detail.

Recommendations were also made in the report on the waste management issues of waste minimisation, the landfill levy and waste to energy (wte).

The lack of attention paid to waste minimisation was criticised; it was suggested that this section be reviewed and rewritten to indicate a higher degree of commitment to the principle.

The HoC Environment Committee's Recycling report adds: "We recommend that the DoE and the DTI should resolve with the industry how the minimisation of packaging waste will be addressed over the next five years."

Strong support by certain industry sectors for a landfill levy was proposed as an alter-

native to the packaging levy.

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Building on the rich, light colour of the beer, the brewer - Morland of Abingdon - selected flint glass for the 500ml bottle, which is embossed with the company's logo around the neck and.

"Brewers since 1711" at the base. A tapered neck and shaped shoulder are incorporated into the design.

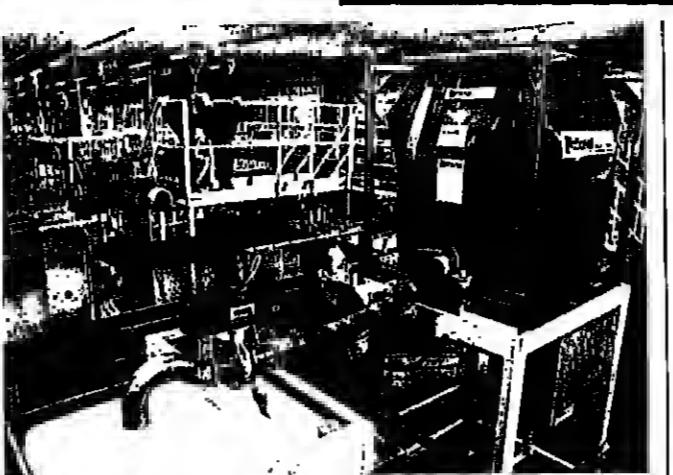
The bottle, designed to capitalise on off-trade sales for

Beaton Clark (The Glass Works, Greasbrough, S Yorks S60 1TZ - tel: 079 828141, fax: 828476).

The octagonal label is printed in six colours offset litho on linen embossed metallised paper for a non-reflective and textured finish, by BH Matthews (Whitby Road, Bristol BS4 3QS - tel: 0272 714147, fax: 223193).

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The Eclipse semi-bulk adhesive container by National Starch and Chemical, linked to the automatic line supply system at Guinness

## Adhesive system savings

and storage systems. Starting with one of the two principal bottling lines, an automatic feed system was introduced using 1000 litre collapsible Eclipse Autofil ibcs. The container design allows for gravity feed into a fixed tank via a fill valve with level sensor.

From the fixed tank, adhesive is fed to two movable heated and insulated feeder container adjacent to the labeller. Level sensors here control demand upstream from the primary tank. Adhesive is kept at controlled temperatures throughout the automatic feed system.

The system for the first line was commissioned at the beginning of the year, and an order for the second line has been confirmed with National (Galvin Road, Slough, Berks SL1 4DF - tel: 0753 533494, fax: 539338).

"Our operators are freed up to concentrate more on overall line output, and our adhesive usage has been measurably reduced," says Alan McGowan, project engineer at the Guinness Research site.

Guinness was looking for the elimination of these small containers, less adhesive wastage, improved efficiency, lower handling costs and better quality control from constant temperatures in an enclosed system. National had already converted many customers to its bulk and semi-bulk transit

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## The smallest sensor

The smallest sensor to date to be supplied by Taylor Dynamic Controls is the Tiny-Eye which, despite its size, can operate in a number of modes and different conditions.

The miniature system, which will sense faulty products such as half full or empty bottles on a filling line, is waterproof and proof against extremes of temperature.

Changes to the optical block will give permutations which include retroreflective,

polished, proximity, opposed,

fibre optic or convergent sensing.

says Taylor (Yew House,

Walton, Lutterworth, Leics LE17 5RP - tel: 0455 554956, fax: 558148).

The tiny-Eye miniature sensor system by Taylor Dynamic Controls

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1966  1967

# WORLD CUP WIN, WORLD CLASS PACKS

Recovering from a headier World Cup back in 1966, fans could toast England's victory with Sauterne from a pvc bottle. It was pvc with everything - unless of course it could be put into an aerosol.

Not everything was going the way of plastics in 1966. Cartons were in demand, with Taylors Ltd having to step up its production despite already having driven output up by 25 per cent the previous year. An additional Roland press was being installed and an Arrow straight-line gluer.

In March '66, for the first time, bone china manufacturers found a "worthwhile alternative to straw" for transit protection of their product. The Polytite skin packaging system could provide safety for ceramics while taking a fraction of the time to pack.

A Sidel/Lesieur machine was allowing Kingston Mouldings to produce up to 2,400 26oz pvc bottles an hour for J&C Colman's Robinsons brand drinks. This followed Colman's decision to replace glass bottles with plastics bottles of Robinsons drinks on a national scale.

Sauterne and Burgundy wines were also being test marketed in pvc bottles. Marrick Manufacturing was installing equipment to give it an

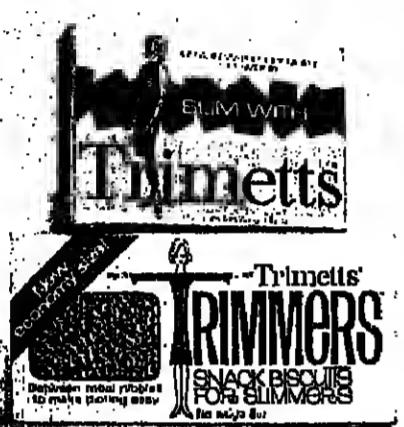
annual production capacity of around 75 million bottles on the strength of this demand.

The relative cheapness of plastics continued to excite users of packaging - and the press. Under the dramatic banner: "Plastics pack crash paper price barrier" a Mr J (Jack) Schneider boasted, "Name almost any paper, board, plastics or glass pack and the Extruflex can produce it cheaper." But the history of this system appears to demonstrate, whatever the present received wisdom in the UK might be, that price is not everything.

British Home Stores had opted for a plastics Ovotherm pack for its eggs. Manufactured by Thermopac, the container was said to have the distinct advantage of giving visibility to the product.

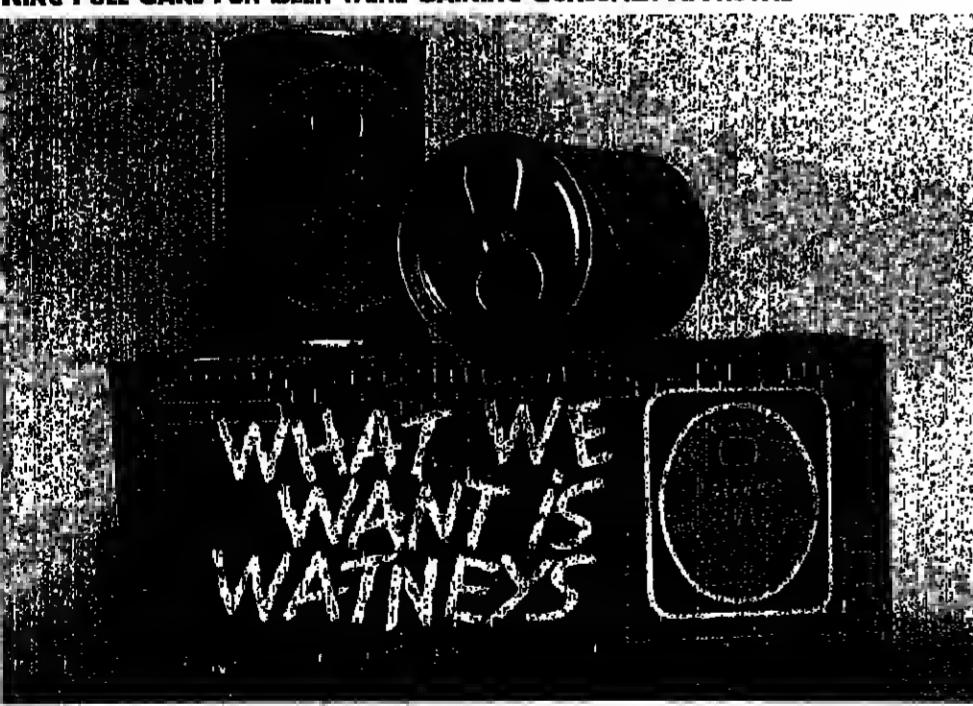
Own brand image was as much a hot issue in the '60s as it is now. Spar redesigned its packaging with the new "triangle in a box" logo, we were told in September 1966.

Aerosols were the subject of the latest market predictions in '66, with BAMA (British Aerosol Manufacturers Association) estimating that within ten years consumption in the UK would rise



**SIMLINE PACKS CARRIED THE MESSAGE TO CONSUMERS WHO WANTED TRIMMING AT THE EDGES**

**RING PULL CANS FOR BEER WERE GAINING CONSUMER APPROVAL**



**1966 WORLD CUP FEVER WAS REFLECTED IN PROMOTIONAL PACKS OF THE TIME**

from 2.1 per person to nine. Trends from the USA suggested that aerosol sizes would increase, with more over the 12oz capacity being used.

In December, PN fed with a report into an aerosol ffs line which blowmoulded, filled and sealed packs. Developed by Rhône-Poulenc, the system was presented at the Salon de l'Emballage.

Licencees were expected to begin production in the UK.

In the same month, the British Oxygen Company Ltd demonstrated how nitrogen could replace oxygen inside a pack. "Any low permeability package or packaging material is suitable for use with inert nitrogen protection," PN told readers.

Not often seen on the pages of PN was the British Hovercraft Corporation. In October '66 we featured its Hoverpallet, to be shown at Food-pack, capable of lifting up to 400lb. The necessary amounts of air to lift the base could be provided by a domestic vacuum cleaner, said the manufacturer. In the following year, a production model was announced by US Clark Equipment.

Low strength in films used for shrinkwrapping product was among the packaging complaints from wholesale grocers reported in



**TWIX AND MARATHON ARE AMONG THE SURVIVING BRAND NAMES LAUNCHED IN THE '60S**

with a total value of many hundreds of pounds.

Tetra Paks were reported in January '67 to be adaptable for use in edible oils, other food products and motor oils, with the use of an ionomer resin coating. Surlyn A resin was being used to coat materials packing edible oils in Spain and Mexico, said PN.

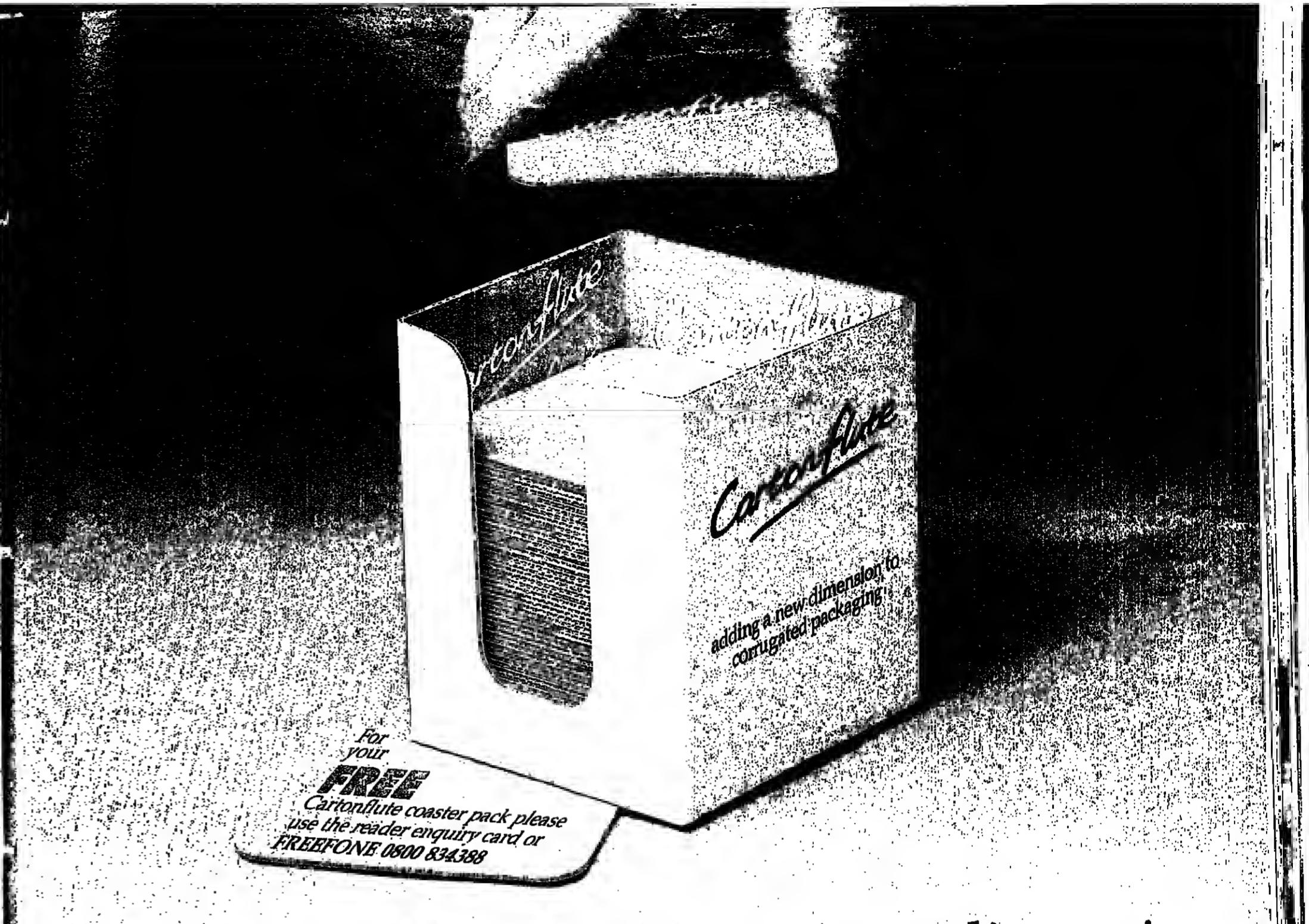
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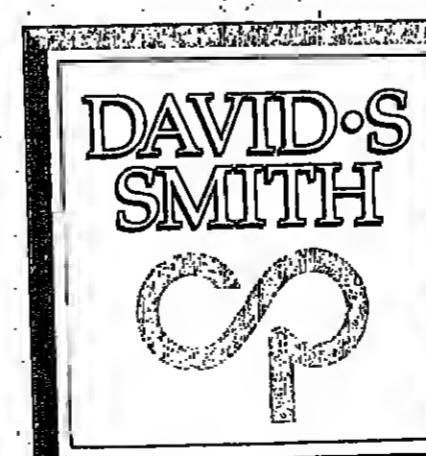


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**18-21 August**

**Foodmec**  
International packaging and food processing exhibition, Kuala Lumpur, Malaysia. AGC Exhibitions, 1 Woodside Road, Amersham, Bucks HP6 6AA - tel: 094-729406

**30-31 August/September**

**DUBRA**  
Trade fair for the printing industry, Leipzig, Germany. Intech Overseas Fairs Ltd, P O Box 142, Rochester, Kent ME3 7NR - tel: 0474-824092

**31-3 August/September**

**AisaFeed**  
International exhibition of food processing, packaging and handling machinery, equipment and technology, Manila, Philippines. Trade Information Marketing and Exhibitions, S-324 Secretarial Building, PICC, CCP Complex, Roxas Boulevard, Pasay City, Manila, Philippines - tel: 632-832 0309

**5-8 September**

**Poekukrains '94**  
International trade exhibition, Kiev, Mess- und Ausstellungsgesellschaft, Ost-Handel Consulting mbH, GSI Hamburg, Ulmerstrasse 10, D-22299 Hamburg - tel: 040-48 75 90-01, fax: 040 48 75 99

**7-10 September**

**Paperbox World**  
Folding carton and rigid box exhibition, New Orleans. National Blenheim Expositions, Fort Lee Executive Park, One Executive Drive, Fort Lee, New Jersey 07024, USA - tel: 1-800-829-3976

**13-15 September**

**Labelexpo USA '94**  
Exhibition, Chicago. Labelexpo Exhibitions Ltd, 131 Southlands Road, Bromley, Kent BR2 9OT - tel: 081-313 9335

**15-20 September**

**CIP**  
Packaging trade fair, Beijing. NOWEA International, Ms Ute Windhausen, Postfach 10 06, 40001 Ossendorf - tel: +49 211/560-743

**18-20 September**

**Tokyo Pack**  
Exhibition of packaging materials and

machinery, food processing machinery and equipment, Tokyo, Japan. Japan Packaging Institute, 7F Kashikichi Ningyo-cho Bldg, 3-10-1, Ningyo-cho Nihonbashi Chuo-ku, Tokyo 103, Japan - tel: 03-3 3249 6301

**20 September**

**Introduction to labels and labelling technology**

Two separate teach-ins, the Grand Hotel Krasnopolis, Amsterdam. Clive Brophy, event coordinator, Co-wise Management and Training Services, 131 Southlands Road, Bromley, Kent BR2 9OT - tel: 081-313 3713

**20-23 September**

**Convertex '94**

Trade show dedicated to the paper, board, film, plastics and loll converting industries, NEC, Birmingham. Jane Harris, Marketing Manager, Reed Exhibition Companies (UK), Oriel House, 26 The Quadrant, Richmond, Surrey TW9 10L - tel: 081-948 9800

**21-22 September**

**EASME '94**

European adhesives and sealants manufacturing exhibition, Bourdeaux, France. Jane Malcolm-Coe, FMJ International Publications Ltd, Queensway House, 2 Queensway, Redhill, Surrey RH1 10S - tel: 0737 768611, fax: 761685

**22-25 September**

**Packaging Focus '94**

Packaging exhibition and conference, on board P&O's Sea Princess, Richmond Events, London House, 243-253 Lower Mortlake Road, Richmond TW9 2LS - tel: 081-332 2422

**22-25 September**

**Printpack & ProcessFood '94**

Pan Arab printing and packaging exhibition, Cairo International Convention Center, Egypt. The Arab Communication Group - tel: 20 2 348 4351

**22-25 September**

**The PackPrint**

Packaging and printing exhibition and conference, Bangkok, Thailand. Reed Trade Co Ltd - tel: 010 662 260 7103 8, fax: 260 7109

**27-29 September**

**PPMA Show**

Machinery exhibition, NEC, Birmingham. PPMA Ltd, Progress House, 404 Brighton Road, South Croydon, Surrey CR2 6AN - tel: 081-681 8226

## DIARY

**27-30 September**  
Materials, handling, storage and packaging exhibition, Oslo, Norway. Norges Varemesse, Boks 130 Skøyen, Oslo 0212, Norway - tel: 47 22430100

**5-8 October**

**Interplas/Interpack/Interprint**  
International exhibition for the food processing and packaging industries, Jakarta, Indonesia. Reed Exhibitions - tel: 061-940 3777

**10-13 October**

**Iopak**  
International packaging exhibition, Tel Aviv, Israel. Israel Trade Fairs Center, PO Box 21075, 61210 Tel Aviv, Israel - tel: 032 3 246 2422

**27-30 September**

**AFERA Congress**  
Congress of the European Self Adhesive Tape Manufacturers, Armenty, France. AFERA Secretariat, 60 rue Auber, F 94040 Ville-Sur-Seine Cedex, France - tel: 01 331 45 21 03 50

**28-30 September**

**FechPack '94**  
Trade fair for packaging, labelling and storage technology, Nuernberg. Voransteller NürnbergMesse GmbH, Messazentrums, D-90471 Nürnberg - tel: +091/6606-1, fax: 8606-256

**28-30 September**

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Conference and exhibition, Orlando, Florida. Motta Erwin, Pira International - tel: 0372 376161, fax: 0372 377526

**28-31 September/October 4**

**Teropak**  
Packaging exhibition, Poznan, Poland. Overseas Trade Show Agencies, 11 Manchester Square, London W1M 5AB - tel: 071-486 1951

**1-5 October**

**Typepack**  
International graphic arts and packaging exhibition, Thessaloniki, Greece. ICO Int'l Tsimiskou, PO Box 19025, Athens 110 10, Greece - tel: 30 901 0016

**3-7 October**

**Europack '94**  
International plastics and rubber exhibition, Paris-Nord Exhibition Centre. Michèle Jackson or Catherine Chilcott, Promosolutions, The Colonades, 82 Bishops Bridge Road, London W2 6BB - tel: 071-221 3660, fax: 792 3525

**4-6 October**

**Polypropylene '94**  
Conference, Swissotel, Zürich, Switzerland. Mack Business Services, International Events Ltd, Beach House, 840 Brighton Road, Purley, Surrey CR8

Scandinavian Show, Gothenburg, Sweden. Svenska Mässan, The Swedish Exhibition & Congress Centre, Box 5222, 40224 Gothenburg, Sweden - tel: 010 31 108 100, fax: 160 330

**11-15 October**

**Printexpo, Johannesburg, South Africa**  
Institute of Packaging (Services) - tel: 0864 500055

**11-19 October**

**MEBA**  
Trade fair for metal processing, Leipzig, Germany. Intech Overseas Fairs Ltd, P O Box 142, Rochester, Kent ME3 7NR - tel: 0474 824092

**12-15 October**

**LPES - The National Print Production Event**  
Exhibition, Olympia, Epsom, Surrey. International Events Ltd, Beach House, 840 Brighton Road, Purley, Surrey CR8

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**28-30 September**  
Prospect, Minsk 2200 00, Belarus - tel: 7 017 2 69084

**12-19 October**

**PPP China**  
International trade fair for packaging, printing and paper, Tianjin, China. Tianjin World Economy Trade and Exhibition Centre, 32 You Yi Road, Hoxi District, Tianjin 300061, China - tel: 022 342 222

**14-19 October**

**Interfood Shanghai**  
International exhibition for food processing and packaging equipment, Shanghai, China. Shanghai International Trade Information - tel: 86 21 546 3810

**19-20 October**

**Pakex & Pressex Ireland**  
Ireland's national packaging and process exhibition, The Point Dublin, McCann McGuirk Presentations, Greenmount House, Harold's Cross Road, Dublin 6W, Ireland - tel: 01-681 6699

**14-18 November**

**Northern Packaging Plus Exhibition**  
Tel: 01-681 6699

**24-28 October**

**Spoolity Plastics '94**  
Conference, Swissotel, Zürich, Switzerland. Mack Business Services - tel: 010 41 781 30 40, fax: 781 15 69

**24-28 October**

**Ola**  
International exhibition for the food and beverage industries, Paris, France - tel: 33 1 4268 0619

**31-4 October/November**

**Printexpo**  
International packaging machinery, equipment, materials and printing trade fair, Minsk, Belarus. Minskexpo, Masherova

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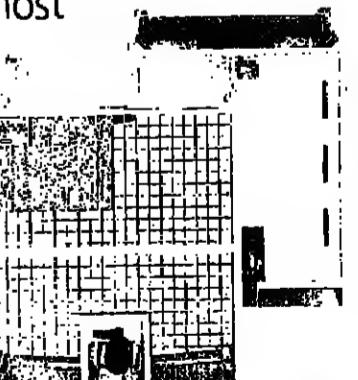
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## Company with a clear conscience

Around 3.54 million containers were rescued by The Body Shop UK in 1993/4, according to its third environmental statement, *The Green Book 3*.

The firm also increased refills by 6 per cent in UK shops and upped the collection rate for plastic containers. In the USA over 183,000 containers were recycled and 21,000 bottles were refilled. In addition, "We are working with the United States Environmental Protection Agency to assist in producing guidelines for Life Cycle Assessment."

One of the few UK firms to carry out an environmental audit, The Body Shop tells *PW* it has a five-grade environmental

accreditation scheme for suppliers of raw materials through third party manufacturers.

"The company has made a move towards using less card-board for its transit packaging with most shops receiving deliveries in roll cages (61 per cent) and recycled plastics tote boxes (22 per cent).

### "No financial advantage"

Although good environmental practice is a fundamental company ethic, David Wheeler, general manager environment, health and safety, tells *PW*: "There is no financial advantage."

## Medical bags have high cold resistance

### "Increased production"

In line with increased production, the company upped its recycling for all plastics, glass, aluminium and steel, as well as pallets.

"We are pleased to report that we met our 1992 target, ensuring 80 per cent of our packaging (excluding colour cosmetics and accessories) would be manufactured from our most readily recyclable materials or have no packaging at all," says the report.

The bags have good cold temperature resistance, and can even store blood at -60 to -80°C without cracking, says

Eastman (UK) address: Brindley House, Corner Hall, Lawn Lane, Hemel Hempstead, Herts HP3 9YT - tel: 0442 241177; fax: 0442 241177).

Benefits derived from extruding the resin in tubular form are substantial reduction of weld length in comparison to bags made from flat film, and the improvements in interior cleanliness of the product due to the closed

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PACKAGING NEWS/AUGUST 1994

## Paper darts

The Paper Federation, until more recently known as the British Paper & Board Industry Federation (BPBIF), changed its name earlier in the year, as part of an overall effort to keep its message direct, simple and clear.

The federation comprises three main sections - training, employment and trade (business and the environment) - which were separate associations until 1974, when the trade and employment groupings merged, incorporating training in 1984.

One of the largest federations in the UK, with 42 employees and a turnover of £2.2 million a year, the Paper Federation has 65 member companies, representing around 95 per cent of the industry Europe-wide.

Its mission, director general Jeffery Bartlett tells *Packaging News*, is to assist all sectors of the British paper and board industry to develop and maintain a strong, internationally competitive position.

The federation aims to provide services to industry, including lobbying and representation. Strong links have been forged with the Department of Trade and Industry and with MPs. An all-party discussion group of MPs with mills in members' constituencies convenes once a year.

The federation also offers its members, business and environment advice, education and training, guidance on employment matters, useful statistics and links with external associations.

The federation's policies and priorities are outlined in a three-year business plan. Members meet four or five times a year to update policy.

The director general and the chairman - Stefan Kay, mid of Inveresk ple - meet with 15 councillors regularly to discuss federation business.

"It is very important that we take a long term view," says Mr Bartlett. "For next year the Federation plans a British

Camilia Reed reports on the activities of the established but newly christened Paper Federation, as it spreads its wings to meet the international demands of its members.

Paper Week in October, which will comprise local initiatives, conferences and seminars."

The federation also wants to broaden its activities to include anyone with any link to the paper industry. It offers a service to five other organisations, providing them with services for a fee, including The Packaging Distributors Association and the British Box and Packaging Association.

"The Paper manufacturers are not used to dealing with the public. They have tended to deal with intermediaries, as their customers are not the general public. The industry was not good at putting across its product and on environmental issues it was not well prepared," says Ms Bradley.

Things have changed. The federation publishes an annual review and fact sheets, runs contentious advertising campaigns, sponsors educational projects and has a strong envi-

ronment committee, which responds to legislation and often ferocious criticism from environmental groups.

The PPIC (tel: 0793 887468, fax 886182) represents conflicting interests in the pulp and paper chain, since its other five member associations deal with paper agents, importers, pulp, sacks and board.

Statistics is the federation's largest department, with the government calling more and



Kathy Bradley



Jeffery Bartlett

more on it for industry data. "Statistics and trade data are sold to companies which are now more interested in Europe as a whole and are less and less interested in the UK. They want more of a breakdown of Europe country by country and this is altering our approach," says Mr Bartlett.

*The Paper Federation, Paper-makers House, Rivenhall Road, Westlea, Swindon SN5 7BD - tel: 0793 886086, fax: 886182.*

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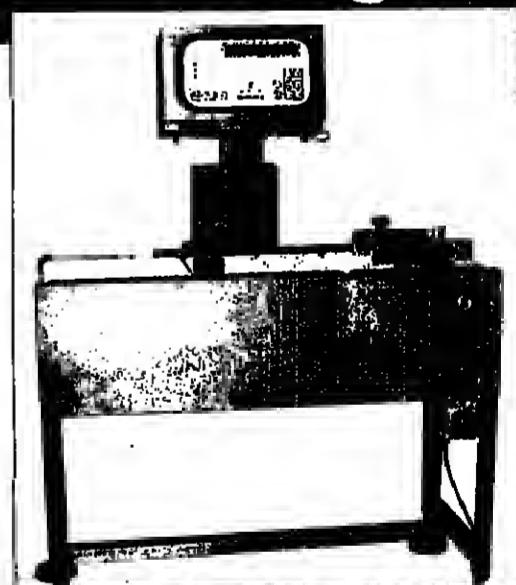
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# Fingerprint system gives disciplined brand growth

**In a fiercely competitive marketplace with increasing competition from lookalikes, brands must enforce their identity. Design In Action suggests this can be done across the board, on products as diverse as beer and pharmaceuticals, with 'brand genetics'. Here we look at why and how it's done.**

Brand integrity and ownership are still under threat, warns Design in Action (DIA) director Trevor Bradford, despite the recent success of Coca Cola in obtaining changes to the packaging of J Sainsbury plc's own label Classic Cola.

Prior to the launch of Sainsbury's cola, the previous Sainsbury's brand had 20 per cent of cola sales at the store. Classic Cola took a 60 per cent share of sales within weeks of its launch, at the expense of the leading brands (see PN June).

"The Coca Cola decision may send messages to other supermarket chains, such as Safeway's, which were also considering a similar launch, but the problem is likely to continue," adds Mr Bradford.

Part of the problem stems from the government's unwillingness to amend the Trade Marks Bill, in a way that would allow the British Producers and

Brand Owners Group to clamp down on lookalikes.

The bill had its third reading and was passed with no changes in late June, and the Brand Owners Group is now looking to introduce the issue in a statute on unfair competition, says Paul Walsh, the Group's spokesperson (see PN May).

However, passing off brand products as brand equivalents is

unchanging solidity of that brand, come what may," says Mr Bradford. "The bigger the brand, the more pressure on brand managers to get it right and sometimes this means they are slower to adopt a radical move if it is needed. However,

we certainly don't believe in change just for the sake of it."

"The standard design consultancy approach is, similarly, to create an attractive package without necessarily going into great detail and research into brand personality projection.

A good example of this, says DIA (Central House,

Alwyn Road, Wimbledon, London SW19 7AH - tel: 081-879 7313), is the work done for Courage on its John Smith's Bitter brand. Brand management began on the product 10 years ago.

Over the last decade the John Smith's brand has evolved from a quality regional ale marketed as John Smith's Bitter in its northern heartland and as John Smith's Yorkshire Bitter in its southern markets, to a single national bitter brand, launched in 1991.

John Smith's is the number one bitter in a can in the UK, John Smith's marketing controller, Peter Harding tells PN. "We gave DIA a fairly difficult design brief for the new draught. The can had to be contemporary, modern, attractive and reflect the traditional aspects of the bitter. So far,



Original John Smith's Bitter (left) and the new draught-in-can product: key core elements and icons were recombined

possible and therefore more legally defensible.

"The classical brand manager's way of thinking about a brand is that it's immutable. Once established and accepted, a brand manager's role is to protect the integrity, the

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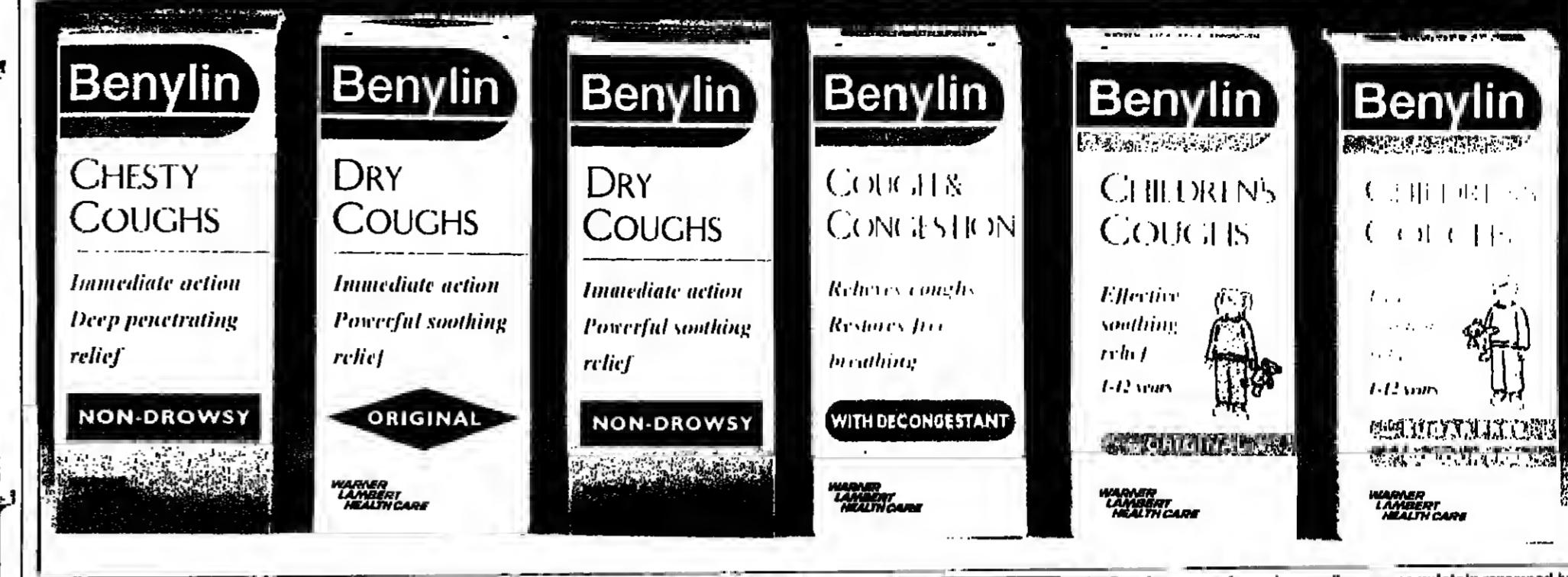
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**PACKAGING NEWS**

# INSTANT identification



The Benylin range of cough remedies was completely revamped by DIA: the brand name is carried in a distinctive lozenge shape

sales have been up 30 and 35 per cent year on year and the packaging design has had a major influence on sales," says Mr Harding.

The basic brand DNA for the John Smith's bitter incorporated icons and symbols which were nationally recognisable - in particular the magnet symbol used for generations. "The magnet is definitely John Smith's property," says Mr Bradford.

"We did not want to cannibalise one can design at the expense of another. So we have continued to use the same typeface, the magnet and some of the colours, although the red has been dropped for a cream stripe to represent the creamy head," explains Mr Bradford.

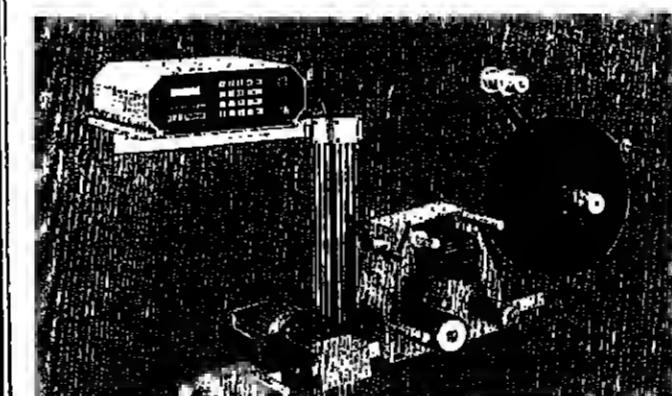
Courage introduced its widget can 18 months after Whitbread launched the Boddington's widget can. "We have been very pleased with the consumer reaction so far. The widget can represents 18 per cent of the canned market at present and we see it growing to

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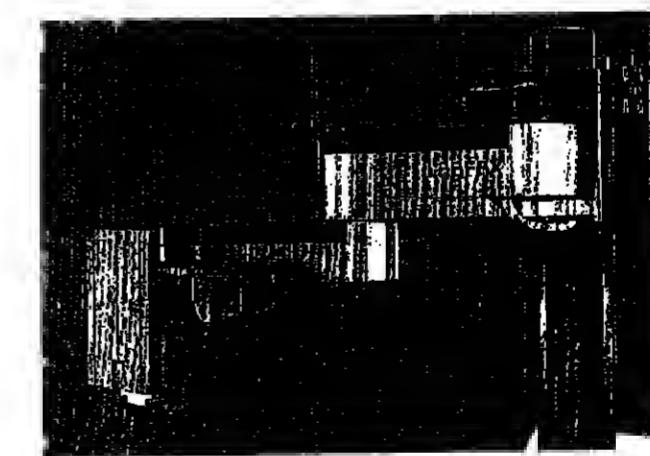
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## Smoothener data benefits

**A smooth flow of electronic data means faster and more efficient running of the supply chain, says Tim Hankins\*, and direct management control benefits for the supplier.**

As we know, any chain is only as strong as its weakest link, and this is true of communications in the supply chain from raw material supplier to manufacturer to the distributor and to the retailer.

Traditionally the supplier has responded reactively to the demands of the multiple retailer or other principal within the supply chain without recognising the advantages to be derived for its own benefit. However, suppliers are now recognising that guaranteed

accurate recording of goods to customers can eliminate reconciliation problems, meaning less wastage and a faster payment cycle.

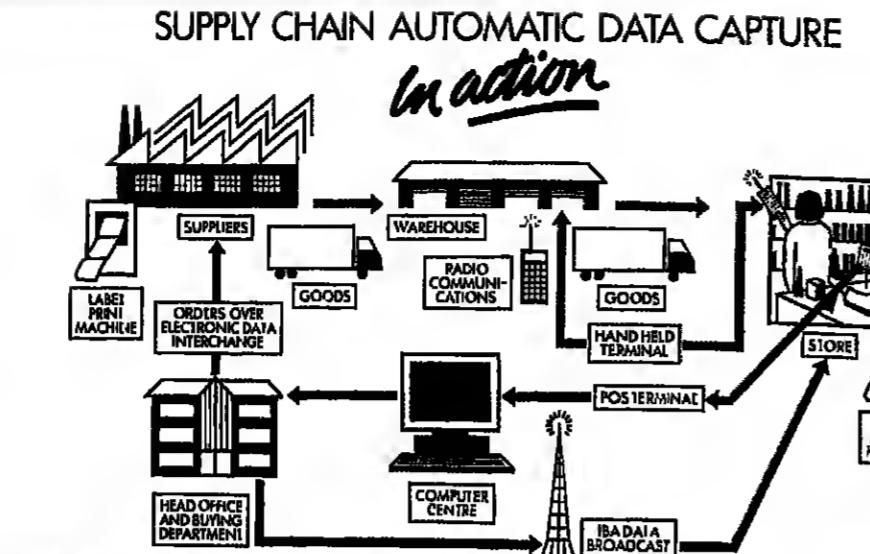
How can a supplier cooperate in this process? By far the most accurate and efficient systems are proving to be those that use barcodes and, optionally, EDI (Electronic Data Interchange). Using standard identifiers, the barcode can be used to track and trace products in a fast and error-free way.

The importance of main-

taining accuracy can be demonstrated by looking at a point such as the intermediate warehouse where changes of ownership occur. Possible conflict between what the supplier says was delivered as against what the new owner says has been received can be avoided, and the proof is in the barcode.

Scanning and transmitting the traded unit barcode from one to the other can provide proof of delivery prior to payment. All that is required is agreement as to how the supplier will produce the barcode.

A low cost pc software package will in many cases provide the best solution. While this is often seen by the supplier as being an on-cost, experience shows that the ability to scan their own barcodes



**Using the pc software, the supplier can comply more rapidly and accurately with customer demands**

and produce on-demand management reports, for example, provides fast payback.

In almost every case, the supplier which uses such software can comply more rapidly and more accurately with cus-

tomers' demands. Payment for goods can improve and, along with it, cash flow.

In its basic form the system

should be capable of producing product information labels containing unique variable information.

The printer should be easily accessible to shop floor personnel to immediately print the product or traded unit label, but without the ability to tamper with sensitive information.

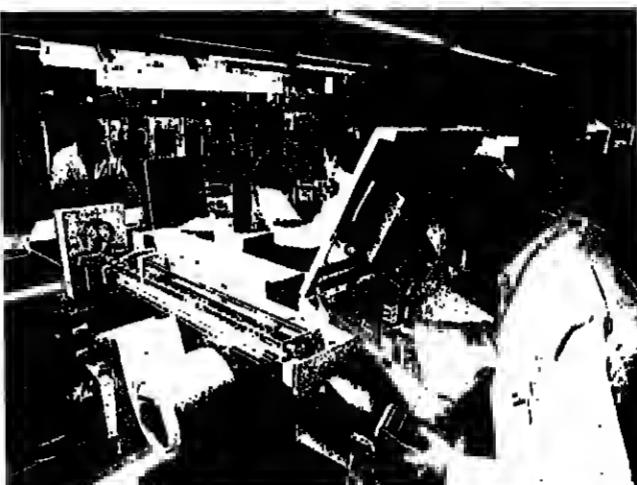
A desktop unit or automatic print and apply device can be used. The choice and cost are dependent on the quality and speed of print desired, but the system must be capable of taking electronically transmitted data directly to the print station to eliminate errors in transfer and offer current data.

It should also be possible to transfer data from one computer to another and allow a change in label design in any format to reflect the needs of different customers such as the larger retailers by simple key depression. Labels can then be placed directly onto the pallet or transit container. Standard desktop software packages can be supplied either through the principal or managed by specialised software companies.

Sadly, in many cases the supplier itself has not realised

## Pallet labelling must shape up

**Manufacturers must continue to take the lead in pallet labelling to ensure an effective system which will benefit all parties in the distribution chain, says Graham Podmore\*.**



Software sophistication is combined with rugged construction

Most companies involved in the manufacture, production, warehousing or distribution of goods can see the benefits of barcoded pallet labelling, yet many manufacturers appear reluctant to put an effective pallet labelling system in place.

This has probably not been through a lack of belief in the usefulness of such a system but rather through an understandable caution as to whether the amount of money needed to establish such an operation would ultimately be well spent.

Without an agreed standard,

any system introduced too early and without general industry support, might well be a danger of being superseded by a different and non-compatible system. Yet it is clear that any finally agreed system or standard for pallet labelling has to be industry-led.

If it is not, there is a real danger of an unsatisfactory system being imposed on industries by other parties who may not take manufacturers' needs fully into account. Furthermore, internal quality proce-

dures and accreditation to universal standards such as BS 5750 may well depend on a company having an effective and efficient product tracking system.

The dropping of European trade barriers at the start of 1993 and the continuing harmonisation of production by many multi-national companies has also highlighted the very real need for effective product tracking.

It is now possible for a single factory, be it in the UK, Germany or wherever, to supply the whole of Europe.

Currently different countries may identify product in different ways. Complicated invoicing procedures spanning a number of divisions may also now be involved.

Without co-ordinated pallet identification and tracking, the entire production and distribution procedure can become a logistical nightmare - bad enough in terms of production management alone but an absolute nightmare if a recall is required.

Happily, even before the advent of the single European market, work had already begun to establish and agree an International Pallet Label standard. This was initiated originally by several leading

multinationals and supermarket groups who came together under the auspices of the Article Number Association (ANA) and EAN International.

The major companies who first initiated the system are now beginning to implement it on a European-wide basis. Certainly Prestek has been involved in a number of large-scale projects to co-ordinate automatic pallet labelling throughout various companies' European operations.

Yet pallet labelling should not be viewed as solely the domain of the larger companies. It is an area which must concern all manufacturers, particularly those that nourish ambitions to expand. Of course, for this to happen, the machinery and technology must be available to carry out the process effectively.

For the very small operation with a low volume output or labour intensive production method, a manual system with a desk top pc and printer to produce labels for hand application is a possibility. For larger, high volume manufacturers however, a fully automated system may be the most practical and effective solution to cope with largely unmanned operations.

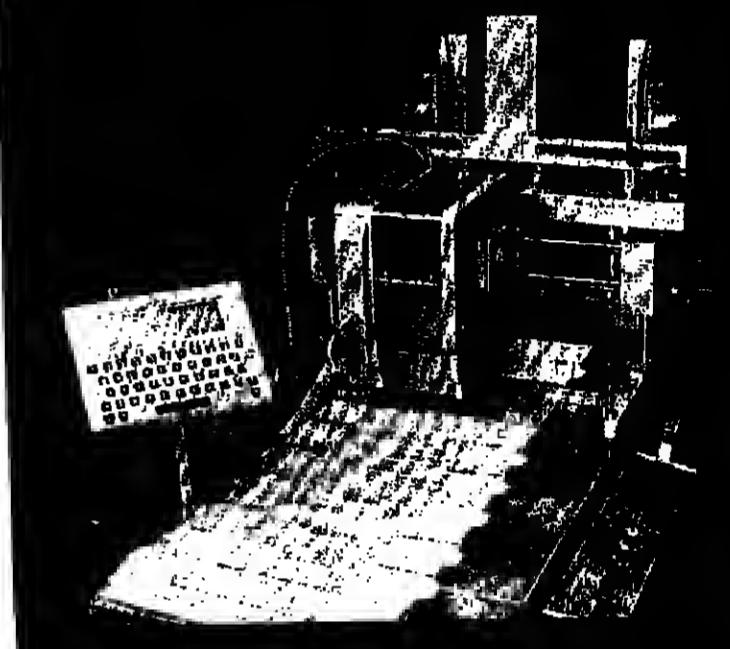
Whatever system is chosen, it must be integrated into some other form of company management information system. There is little point in creating a special label for each pallet if the data applied is not recorded elsewhere in a database system.

The higher the degree of integration, the more effective and efficient the entire system becomes.

\* Graham Podmore is sales director of print and apply label manufacturer, Prestek (Highfields Science Park, University Boulevard, Nottingham NG7 2RQ - tel: 0602 233220, fax: 0602 430153).

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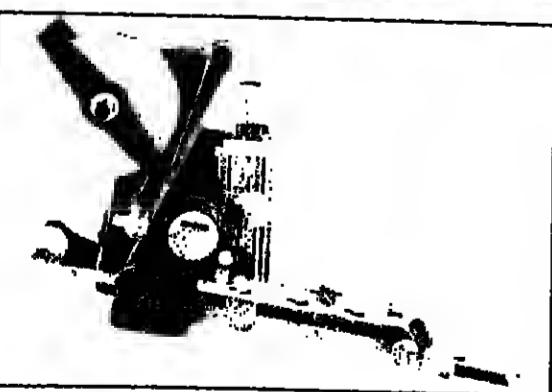
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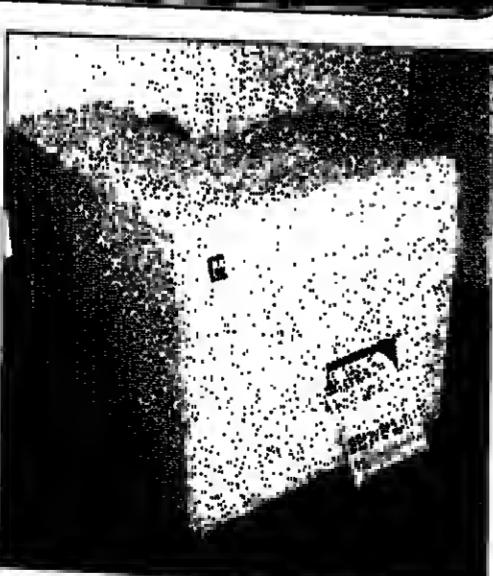
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## LABELLING, CODING AND MARKING

## Sealing success

Investment in a Formline shrink tunnel system, manufactured by the Sleevit Division of Turpins Packaging Ltd, has helped clinch a valuable export order for confectionery producer McCowan's Ltd.

One condition imposed by the company's US customer was use of tamper evident sealing on pots of McCowan's twist wrapped mixed toffees. Most of the toffees are packed in cartons, so installation of the Formline system to shrink hand applied pre-formed plastics sleeves, helped win the order, says Sleevit (Kennedy Way, Clacton-on-Sea, Essex - tel: 0255 423402, fax: 473312).

For further information K8 Call for details 0839 772288

Shrink sleeve by Decorative Sleeves for Tesco breath freshener  
Sleeve gives a fresh look

A shrink sleeve which provides both all round decoration and tamper evident has been used on the container developed by Precise Plastics and Anglo European for Tesco's Sugar Free breath freshener.

The 15ml low profile pet pump spray bottle is used with a standard 15mm crimp on pump and a polypropylene

overcap. Sleeves are produced by Decorative Sleeves (Rolleby Road, Hardwick Industrial Estate, King's Lynn, Norfolk - tel: 0553 769319, fax: 767097).

## DECORATIVE SLEEVES:

For further information K8 Call for details 0839 772288

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## Tea caddy promotion

**Decorative, promotional, tamper evident: we report on just some of the latest sleeve applications that provide one, two or all of these special features**

Special offer packs put together by Brooke Bond Foods Ltd to promote Choicest Blend tea bags feature a free rectangular hinged-lid tea caddy, decorated and secured by pvc film shrink sleeves manufactured and printed in six colours by Decorative Sleeves Ltd.

The flexo printed, 40 micron clear film promotional sleeves, which also provide effective tamper evidence, are shrunk around the metal tea caddies. Decoration on the

sleeves complements the image evoked by the caddies themselves, says Decorative Sleeves (Rolleby Road, Hardwick Industrial Estate, King's Lynn, Norfolk - tel: 0553 769319, fax: 767097).

James Macdonald of the Brooke Bond Buying Department, says: "Decorative Sleeves

was chosen because of the company's high quality standards."

For further information K8 Call for details 0839 772288

.....

## Gravure adds glamour to square paint pots



Two new products from Crown Paints are using eight colour gravure printed pvc shrink sleeve labels produced by Perheide Flexible Packaging to complement smart and contemporary looking square shaped pots.

Crown Creme, a collection of six warm shades of cream emulsion, uses the quality of print on the label to reflect a sophisticated and natural look, says Parhsides (17 Parhsides Lane, Leeds LS11 5TF - tel: 0532 713863, fax: 703540).

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## LABELLING, CODING AND MARKING

## Tamper bander applies full body sleeve

- tel: 0206 304982, fax: 304313) modified in machines so that with a few changes of parts a full body sleeve could be applied by the same machine.

It has developed a perforation system for Yuuki that combines vertical perforation to allow easy removal of the neck seal with a horizontal perforation that allows the body sleeve to stay in position.

Various thicknesses of material and various sizes of perforation blades had to be tested so that the perforations were easily broken for material removal. But it was vital that they did not open too wide and burst when shrunk over the profiles of the container passing through a heat tunnel.

Systems were then designed for Yuuki and fitted to two RF120 combined banding and sleeving machines which were installed in May. This feature is now available for all Graham tamper banding machines.

As this requirement had not been attempted in the UK, Graham Labelling Systems Ltd (Hall Works, Church Road, Brightlingsea, Essex CO7 ORZ

For further information K8 Call for details 0839 772288



## Adhesive meets demands

Approval for indirect contact with foodstuffs has been granted to Jac UK Ltd for its latest adhesive D170 which was developed for demanding decorative or permanent labels for foodstuffs. It is highly recommended for use on cold or warm, wet and moist surfaces, and is manufactured on a synthetic polymer base. It insulates and is water insoluble, says Jac (81/82 Buckingham Avenue, Slough, Berks SL1 4PN - For further information K8 Call for details 0753 670631, fax: 536238.

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## Labour-saving print and apply

Two pressure sensitive labelling systems from Willett have proved key to an award-winning automated packaging system at a leading publishing services company.

The 2600-Series2 label printer/applicators have been installed at International Thomson Publishing Services in Hampshire, where they are printing and applying self adhesive labels on to packets and cartons containing books, tapes and computer discs for worldwide distribution.

**"Throughput has increased considerably"**

Previously, 16 people packed orders and applied preprinted address labels on to packets and cartons manually. Thomson has redeployed 12 of these people as only four are now needed, two on each production line. Throughput has increased considerably.

The two printer/applicators were purchased to increase labelling versatility and are fully integrated onto each line, says Willett (3 Cronin Road, Weldon South Industrial Estate, Corby, Northants NN18 8AQ - tel: 0536 400777).



Two 2600-Series2 label printer/applicators from Willett are now operating at International Thomson Publishing Services Ltd

fax: 400888.

One handles orders weighing up to two kilos, using a wrapping machine which encloses items in corrugated cold seal material. The other, for orders up to 14 kilos, uses a film box technique.

After a pack is sealed, a

to 2 kilos, while the other handles in the region of 1600 cartons of between 2 and 14 kilos. After labelling, the items are automatically routed to the appropriate despatch area.

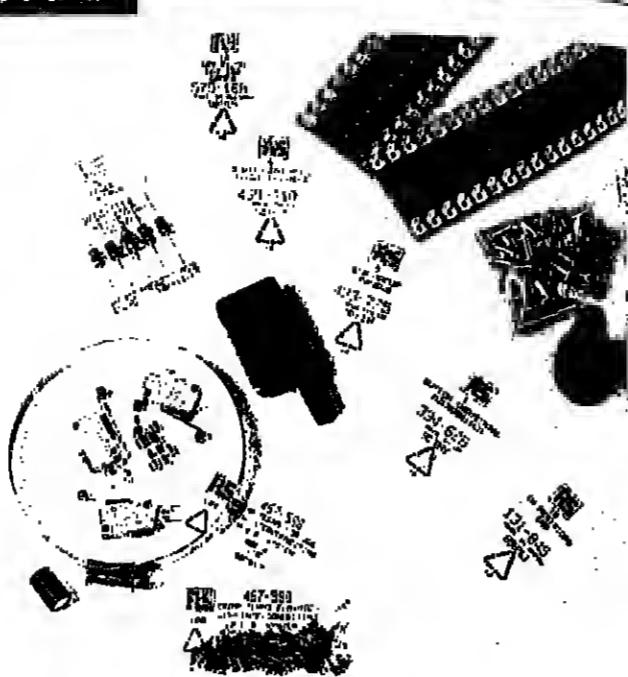
The cycle time from barcode reader to label application, including printing, is four seconds.

International Thomson Publishing Services operations director, David Silk says: "Previously addresses were printed on our combined invoice and packing document and manually pasted on to each package in the hand-packing area - a slow and laborious method totally unsuitable for future throughput projections."

Twelve million items are distributed each year and this is forecast to reach 17 million by the year 2000. The automation, including the Willett equipment, has not only reduced unit costs but improved service levels and was recently recognised with a Golden Parcel Award for excellence in service and delivery.

"We are extremely happy with the changes and are confident that the £350,000 total spend will be recouped within the planned two and a half years," says Mr Silk.

In each eight hour shift, one line wraps and labels around 2000 packets, weighing from 0



## Faster print and pack

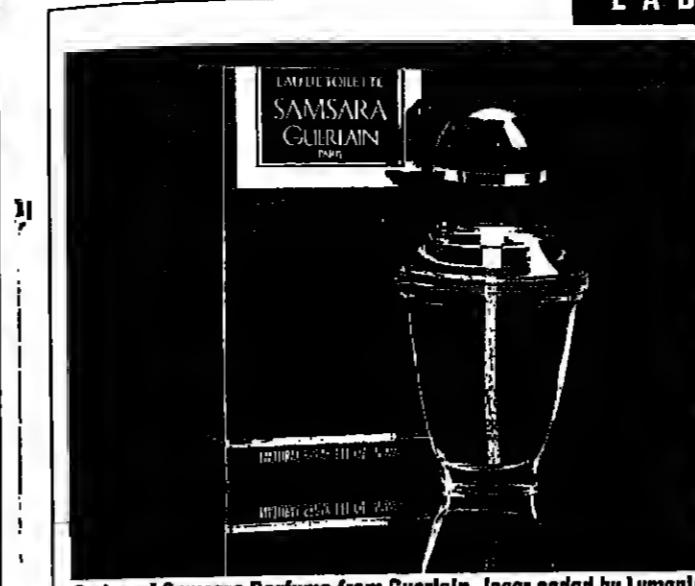
A print and pack system from Autobag has replaced manual packing to enable a leading supplier of electrical parts to industry on a same-day dispatch system.

The company has seen a three-fold increase in its packing and labelling rates since abandoning manual packing for the Autobag system. At the same time, says the company, short runs and mixed batches can be handled just as easily.

The decision to install the four Autobag 115-100 EasyPak 4000 machines involved comparative tests with competitive systems. "These came out the most versatile and cost-effective," says packaging manager Roland Gurney.

The Autobag system is sold in the UK by Automated Packaging Systems (Ashchurch Business Centre, Alexandra Way, Tewkesbury, Gloucestershire GL20 8NB - tel: 0684 274602, fax: 274605).

For further information 119 0839 772288



## Sweet smell of lasers

Two French perfume manufacturers - Guerlain and Kenzo - are now coding cartons of their perfumes with Xymark 7000 laser coding systems from Lumonics Ltd.

Guerlain was seeking a coding system that offered speed, accuracy and increased efficiency, to mark product batch numbers and a confidential corporate code onto cartons being packed with bottles of perfume at the company's Paris factory.

Kenzo chose to use the Lumonics equipment to meet its need to code through a cellular overwrap, without spoiling the overall appearance and image of the carton.

Further information from Lumonics (Gothenburg Way, Sutton Fields Industrial Estate, Hull HU7 0YE - tel: 0482 631154, fax: 839233). Maintenance manager for

## Portable inkjets speed production

A payback of less than 18 months on its investment of nearly £25,000 in inkjet printers is expected by leading paints producer Hammerite, due to improvements in product throughput and reductions in raw material costs.

Seven Elite portable printers from Cueprint Ltd have been installed, four of which are dedicated to batch coding on paint lines, while the others will be deployed on production lines when required.

"Before we purchased the Elite, we were coding many products by hand, using label guns," says Paul Laidler, Hammerite's production supervisor. "With the Elites, we have been able to redeploy staff to other tasks while greatly increasing production throughput as well as removing label costs.

Further information on the

"Because the print head is so compact, the Elite can be positioned to print top, bottom or side," says Mr Laidler.

Further information on the

Elite units is available from Cueprint (Compton Place, Surrey Avenue, Camberley, Surrey GU15 3DX - tel: 0276 691730, fax: 686895).

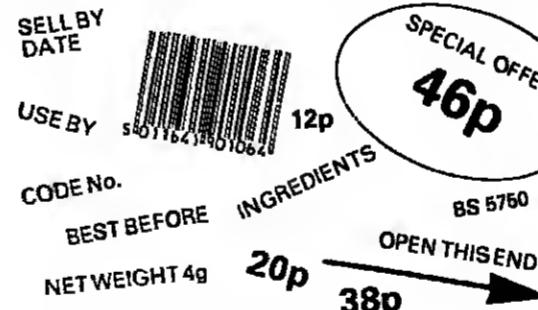
The Elite can easily be placed to print wherever it is needed

For further information 110 0839 772288



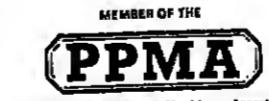
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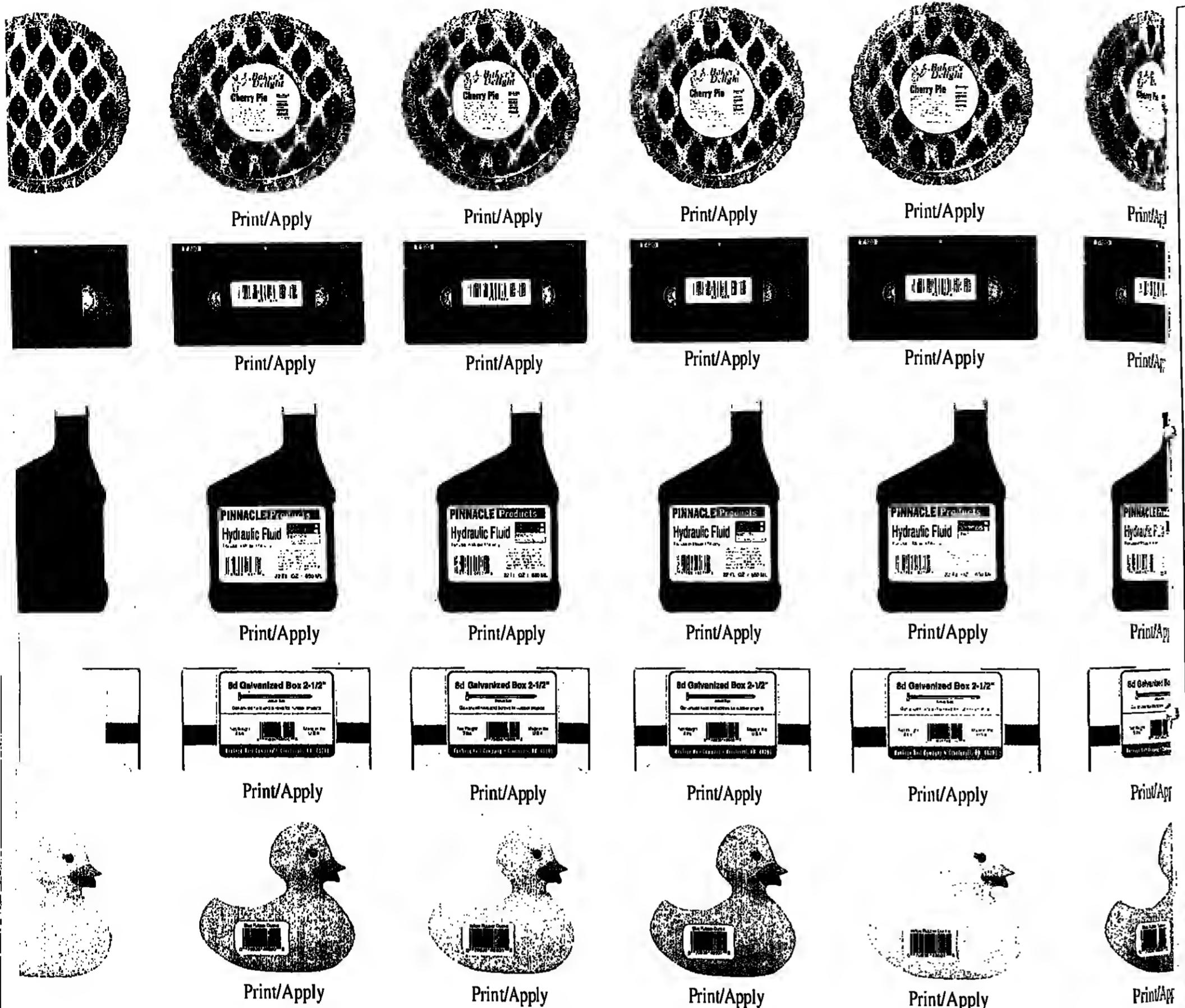
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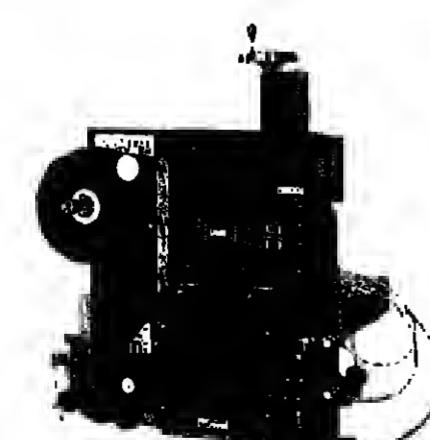
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LABELLING, CODING AND MARKING

## Simplified leaflet savings

A simplified method of providing the extra patient information that is required on pharmaceuticals has been developed exclusively by labelling machine manufacturer GEI Filling, Capping & Labelling Ltd and the pharmaceutical division of label printers Jarvis Porter (Label Systems) Ltd.

By attaching the information directly onto the primary pack, secondary packaging such as cartons can be eliminated.

In place of the specialised leaflet usually printed, folded and then assembled onto a pressure sensitive label portion for application to the pack, the Inform leaflet is produced entirely on one piece of material which is then folded and securely closed by a hot melt adhesive during the folding process.

This, say the two companies, reduces print and material costs while also allowing a wide variety of applications.

Leaflets are fed from a magazine onto a self adhesive transfer tape which then indexes on demand to a conventional label dispensing head where they separate from the tape, taking the adhesive with them on the PPM applicator from GEI (Henwood Estate, Hythe Road, Ashford, Kent TN24 8DS - tel: 0233 629161, fax: 639560).

Each leaflet is firmly applied to the product and finally pressed down with a



Inform patient information leaflets can be attached to a variety of pharmaceutical containers

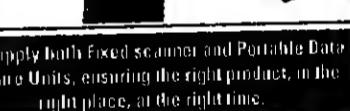
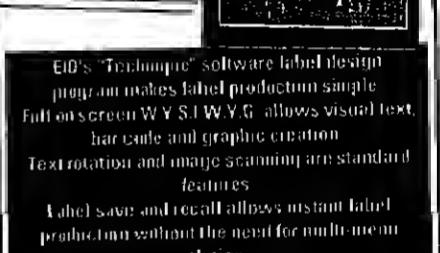
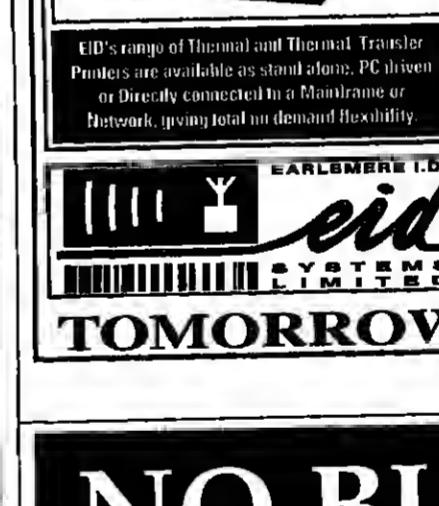
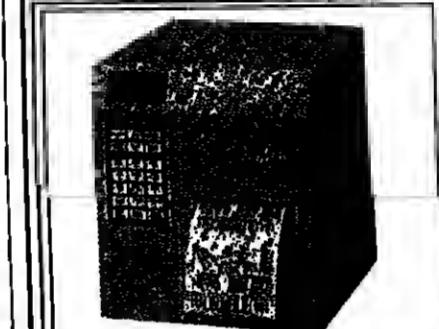
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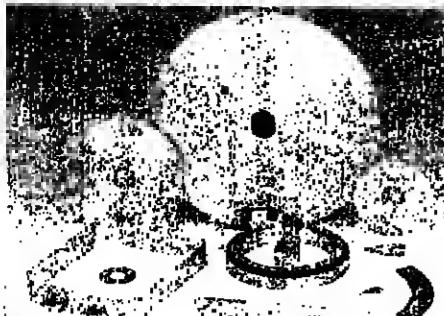
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### Kraft liner productivity

Kemilite is the latest Kemiar coated kraft liner grade which has been developed by the Finnish Kemi Mills of Oy Mesta-Bonita Ab (Kemi Mills, 94200 Kemi, Finland - tel: 010 358 698 1911, fax: 698 191-402), to complement its range of products for the printed corrugated market.

It enables high productivity in flexo printing, even on less sophisticated machines and even at high speeds, high quality print is achievable.

High gloss can be achieved by varnishing while printing. Finn board tells CW.

For further information 001 0839 772268 Call for details

## Flexo complexity under control

CyFos II, the computerised quality control system for flexo printers and repro houses, was presented by DuPont UK Ltd at the show. It is designed to improve the communication between repro houses and printers and provide a standardised method of controlling print quality.

DuPont says that this is the only system of its kind geared to monitoring the complexities of flexo and is aimed at turning the often hit and miss set-up times into productive time.

Ted Pennington senior systems specialist at DuPont (Wedgwood Way, Stevenage, Herts SG7 4QN - tel: 0138 734518, fax: 734481) tells CW that it can also be used as an early warning device when something is wrong; if, for instance, a colour has moved out of its acceptable parameters.

It will help to reduce costs and obtain a better and more consistent quality as printers keep a log of all the boundaries, ink, speed, dot gain, thickness of board etc.

After each job CyFos awards the run a grade, so that printers can truly monitor their performance, Mr Pennington tells CW.

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**"Details are built in"**

Every press has its own printing characteristics and films must be produced to take account of these variables. With CyFos these details can be built into the system to ensure printed results are produced to specifications which match the original each time.

After each job CyFos awards the run a grade, so that printers can truly monitor their performance, Mr Pennington tells CW.

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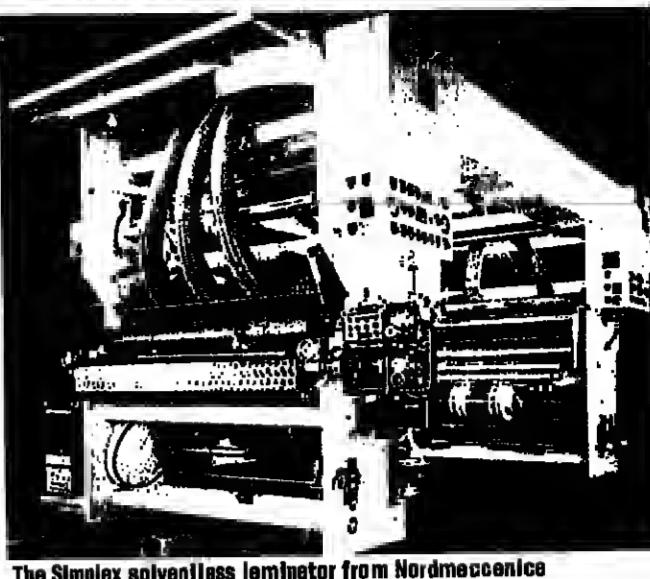
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## Faster laminator

Simplex, a solventless uv laminator from Italian firm, Nordmeccanica, will be on show. It can process 100,000 metres of material in a shift yet is only 4.5 metres long and takes just two days to install and commission, says Engelmann and Buckham (E&B), which has been appointed the UK agent.

The laminator incorporates Nordmeccanica's patented coating unit. It provides a reel change in about 90 seconds uses only 32kw of electricity and operates very quietly, says

For further information 001 0839 772268 Call for details



The Simplex solventless laminator from Nordmeccanica

## Detecting defects for web quality

The Belgian firm Intec Europe Ltd will be exhibiting its latest System 3000 Web Inspection System at the show.

Intec (Leuvensesteenweg 542, Box 2, Zaventem 1930, Belgium - tel: 010 32 2 725 1845, fax: 725 2401) offers both laser and camera-based technology for automatic inspection of moving webs to detect surface defects that detract from final web quality.

System 3000 is a low cost laser-based system, designed to complement the firm's existing System 9000, which can support either laser or linescan camera front end detection sensors, says Intec.

Stand: 6

For further information 001 0839 772268 Call for details

## A dynamic duo of web cleaners

To avoid problems with scratching and accumulation of dirt, PDM Ltd will be launching its KHSA-B Web Cleaner and Ultra TM Cleaner.

HSRA-B Web Cleaner is a contact cleaning system for paper plastics and film which

also cleans the huff as it is rotating every revolution.

Ultra TM Cleaner is capable of cleaning below the 1 micron level. The technology

can be applied to anything

where data with cd, tape or

photographic processes are

used, says Les Bennett director

PDM (27 Lyndale Road, Eldwick, Bingley, West Yorkshire BD16 3HE - tel: 0244 552969, fax: 552968).

Stand: 402

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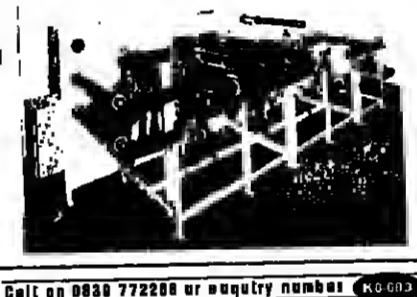
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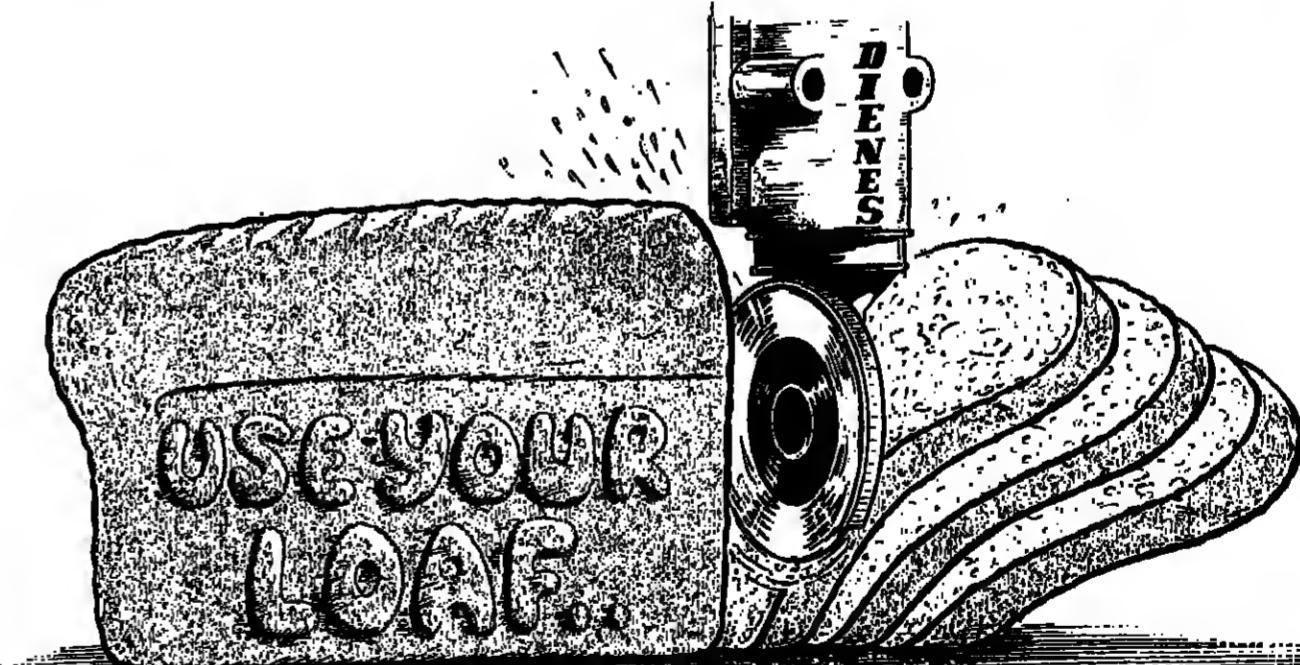
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PACKAGING NEWS/AUGUST 1994

## The Printer's Ink Handbook

At last - a book on printing inks that can be easily understood by printer and print buyer alike.

"In my years in the trade, I have never before seen a book that even attempted to explain the inks to the printer in his own terms, let alone succeeded." That is the view of Dr John Arnold, Director of Corporate and Policy Affairs of the BPIF of the new book by ink consultant Chris H Williams FIOP, LRSC, MInstPack.

With over thirty years experience in printing inks and twenty years lecturing on inks, Chris H Williams brings a unique blend of knowledge and presentational skills to the task. The result is a book that is equally valuable to experienced printers, print students and print buyers.

The 244 page book is well illustrated with 70 photos and diagrams, and case bound to ensure durability with repeated use. It is published by Maclean Hunter Ltd, Maclean

Hunter House, Chalk Lane, Cockfosters Road, Barnet, Herts EN4 0BU at £24.50.

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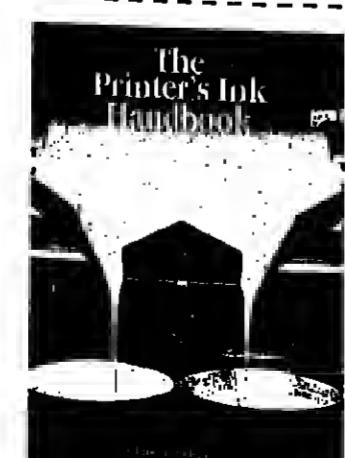
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## High performance image processor

The latest high performance image processor the Model IP-100HP will be exhibited by US company, CC1 Inc, incorporating 'Smart' Automatic Defect Detection.

Featuring a newly-designed high speed motorised traverse, the processor offers a number of additional capabilities including a lighted back plate for clear film applications and dual web paths for inspecting surface or reverse printing.

Using 3CCD camera technology and a 16:1 motorised zoom, the IP-100HP accommodates any web widths, fits on any press and allows for a second camera operation for

viewing front to back registration, according to CC1 (7 Lopex Road, Wilmington, Massachusetts 01887, tel: 508 658 8200, fax: 658 9833).

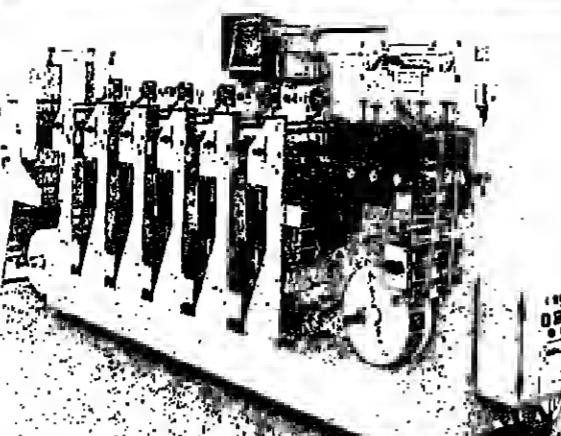
Image processing capabilities are fully expandable and numerous standard visual inspection features including job storage, can be added at any time to it, says CC1.

The design of Smart Automatic Defect Detection allows it to be programmed to learn acceptable versus unacceptable defects while the press is running, thus reducing waste.

Stand: 120

For further information K8 Call for details 0839 772288

## CONVERTEX PREVIEW



Six colour Saeitec flexographic label press from KDO Label Printing

## Flexo label press achieves savings

At Converter KDO Label Printing Machines Ltd will be showing the latest series of its six colour Saeitec flexo label press with uv drying, the Mini-pressenroltop press, a slitter/re-winder and a blank label maker.

The Saeitec range comprises presses of 8ins, 10 1/2ins, 14 1/2ins and 16ins wide with two to eight print units. It can be fitted with ceramic anilox rolls with doctor blades, video web inspection and uv drying.

Stand: 106

For further information K8 Call for details 0839 772288

## Sleeves stop costly build up of coatings

The build up of latex adhesives, inks or coatings which causes contamination of end products, costly downtime and deterioration of equipment can be removed from existing machines, Holscor (Alma Park Industrial Estate, Alma Park Industrial Estate, Grantham, Lincolnshire NG10 9SE - tel: 0476 74771, fax: 63542) can fit the sleeves to cylinders while they are still on the machine.

Stand: 4

For further information K8 Call for details 0839 772288

The sleeves are manufactured using virgin granules. Teflon fep or pfa. The sleeves are then given a heat shrink memory so that once applied they will shrink to fit the rollers.

The range of sleeves is able means that any diameter can be covered from half-inch to the larger diameters of coating cylinders.

Any build up can be wiped away with a damp cloth as many drying cylinders can be removed from existing machines, Holscor (Alma Park Industrial Estate, Alma Park Industrial Estate, Grantham, Lincolnshire NG10 9SE - tel: 0476 74771, fax: 63542) can fit the sleeves to cylinders while they are still on the machine.

Stand: 4

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## CONVERTEX PREVIEW

## Static elimination choice

Static elimination equipment to be shown by Weko UK will include the Haug S-line system, involving basic charging and ionising units and optional features.

For static elimination, charging and measurement on packaging and converting lines there is the Haug S-line power pack, ionising bar, charging generator and charging electrodes.

The power pack features the Haug coaxial quick-coupling system, manufactured to high safety standards, the ionising bar comes in lengths from 200 to 2500 mm. Both are easily mounted, says Weko. Current limiters are incorporated into the ioniser for safe handling.

The charging generator is modular in design and is said to offer complete operational safety. Haug S-line charging units are said to be particularly useful in the packaging industry and in foil and paper winding.

Electrodes on the charging unit are completely insulated



Haug S-Line power pack offers a coaxial quick-coupling system, manufactured to high safety standards

and can be easily replaced, says Weko (Weko House, 2 Park Road, Kingston upon Thames, Surrey KT2 6AY - tel: 081-549 8039, fax: 081-547 1119).

Optional accessories

include the Combi-ioniser for pre-ionisation, a jet-steamer to expel an ion/air mixture at high speed and the Multi-Check test unit for checking power packs.

Weko is the exclusive UK

distributor of Haug equipment, which is manufactured in Germany and Switzerland.

Stand: 250

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The power pack features the Haug coaxial quick-coupling system, manufactured to high safety standards, the ionising bar comes in lengths from 200 to 2500 mm. Both are easily mounted, says Weko. Current limiters are incorporated into the ioniser for safe handling.

The charging generator is modular in design and is said to offer complete operational safety. Haug S-line charging units are said to be particularly useful in the packaging industry and in foil and paper winding.

Electrodes on the charging unit are completely insulated

and can be easily replaced, says Weko (Weko House, 2 Park Road, Kingston upon Thames, Surrey KT2 6AY - tel: 081-549 8039, fax: 081-547 1119).

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**IF YOU NEED PLASTIC JARS**  
OR BOTTLES WE'VE GOT LOTS

**HPL CONTAINERS LTD**  
Netherley, Liverpool L22 1BD  
TEL: 051-467 3355  
FAX: 051-467 3123

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## Packaging and Converting Machinery for Sale

### NEW AUTOMATIC BOTTLING MACHINERY

**For outputs from 30 BPM upwards**

Rinsers, Fillers, Cappers, Wat Glue Labellers, Pramix, Carbontors, Packara, Shrinkwrappers, Palletisers, and Connecting Conveyors.

Filler Cappers also available as Mono or Triblocs. Single Machines or complete lines for all products, good value prices.

Cell: Cliff Salmon  
Office AVE UK Ltd., Westbrooke House,  
76 High Street, Alton, Hants, GU34 1EN.  
Tel: 0420 80565 Fax: 0420 60590



### LEWIS PACKAGING SERVICES LIMITED

Manufacturers of the new "Easy Box" short run corrugated box making machines. Also specialise in reconditioned end load cartoning machinery. Full after sales service available. Contact David Lewis on Tel: 0474 333422 Fax: 0474 323848

### Ropak Ltd

**THE 1 STOP SPECIALISTS FOR ALL YOUR SHRINK, SKIN & BLISTER REQUIREMENTS**  
NEW & USED MACHINERY AVAILABLE WITH COMPLETE IN-HOUSE BACK-UP SALES, SPARES, SERVICE, HIRE ETC. ■ EQUIPMENT ALWAYS REQUIRED ■ TEL: 0274 680786 FAX: 0274 680817



### O.M.C. PACKAGING MACHINES OFFERS FOR SALE

Horizontal Sachet Machine: Enflex F11 D/D Twin Duplex For Powders or Granules. Complete Line Available. Powder Feeders, Grouping Conveyors, Checkweighers, Etc. For further details contact: David Leather Telephone: 0942 222549 Fax: 0942 226503

### FOR SALE

SANDIACRE TG1, Fully Reconditioned by specialist firm. Less than 4 hours work. PEC Reg., Volumeetric machine can be put under weigher. Bag size -160mm x 250mm. First offer around £7,500 secured. Tel: 0602 868806 (Sarah)

### FOR SALE

SANDIACRE TG 3 VERTICAL BAG MAKER REQUIRES REPAIR TEL: 08977 41128 FAX: 08977 41122

SECOND HAND: NOSE FLOW POWDER FFS80 FLOW WRAPPER. ROUND BISCUIT FOLDING MACHINE. PREPACK BAGGER. HIGH SPEED BAG POINTERS. WEIGHING & PACKAGING

### WANTED RIGID PVC VAC FORMING WASTE

Regular Collections Tailored to your Requirements

Prompt Payment

### moore bros (FROME) LIMITED

Manor Road, Meriton Industrial Estate, Frome, Somerset BA11 4BQ Tel: (0373) 462814 Fax: (0373) 451238

### WANTED

NEW AND REDUNDANT STOCKS OF CELLULOSE AND POLYPROPYLENE FILMS, ALSO PAPER AND PACKAGING MATERIALS

### REALISTIC OFFERS

COOPERS PAPER 081-500 7688

ALSO FILMS SUPPLIED

### Printers



### BLISTER, SKIN PACK & CARTON PRINTING

QUALITY  
SIMPLY  
PRICE

WE WILL PROVIDE A SOLUTION TO YOUR PROBLEM

UNIT 1A, Rutherford Close, EASTWOOD INDUSTRIAL ESTATE, SOUTHBEND ON SEA, ESSEX SS5 3LU Tel: 0102 870950, Fax: 0102 870712

### FOR SALE

PACKAGING LINE Comprising of Multi-head weigher, Vertical Form Fill, elevator and Hopper system.

VARIOUS PACKAGING EQUIPMENT Including: Auto-Vibratory Feed Weighers, Conveyors, Elevators and Hopper Systems

FLORAPAK LIMITED TEL: 0775 767391

**PLANNING YOUR ADVERTISEMENT FOR CLASSIFIED**

To achieve the most effective results from your advertising, ensure:

- The text holds readers' attention with the use of both tempting and informative copy.
- The text includes selling points which distinguish your company from competing business.
- The advertisement is repeated over consecutive issues to reinforce the message and ensure your company is easily accessible to readers at any time.
- Wherever possible a logo or small illustration is used to depict the character of your company and is easily remembered by potential customers and the shape and graphic draw readers' attention.

If you need assistance with the writing or design of your advertisement then contact me on: Tel: 081 242 3156 Fax: 081 242 3154, I will be happy to help. Jackie Skeel, Classified Sales.

**Classified 081 242 3156**

# Appointments

Welcome  
TO THE BACK  
PAGES  
WITH WORDSWORTH CASH

Be seen for a month, not just a week!

### SALES AGENT-EIRE Sussex & Berkshire Machinery Limited

Require an active sales agent based in Eire for the sales of Labelling Machinery with associated Hot Foil and Thermal Transfer printing units and Horizontal Flow Wrapping Machines.

The ideal candidate will have a minimum of 3 years experience within the packaging machinery industry, preferably with in-depth experience of labelling technology.

The successful candidate will be expected to visit regularly all major manufacturers throughout Ireland, especially relating to the pharmaceutical/cosmetic/tobacco industry, food and dairy industry and beverages industry.

Full sales and after sales service support will be given from the UK.

If you are interested in the above position please contact with full C.V. to:

**BR HUGHES**  
**SALES DIRECTOR**  
**SUSSEX & BERKSHIRE MACHINERY LIMITED**

BLACKNEST, ALTON, HANTS. GU34 4PX

Final interviews will be conducted in Dublin & Cork

### PACKAGING RECRUITMENT SPECIALIST

Cambridgeshire Based

#### £25-35,000 OTE + benefits

##### The Company

PIR has been established for four years and as a result of the quality of service offered to both candidates and clients continues to grow its market share, resulting in a 41% growth in turnover in 1993 and running ahead of target this year.

##### The Position

Working with an established and highly motivated team within the Packaging Division, we are seeking to recruit an additional Recruitment professional to handle the increasing activity from our clients and contribute towards the strategy of the Division. You will inherit an established client base with on-going requirements, and, of course, also develop your own accounts to add to this.

##### Candidate Profile

Professional... self starter... hands on... highly committed... rapport builder... influencer... your experience will include field sales

##### Partners in Recruitment,

Suites 1 & 2

Meadow Lane Business Park  
St Ives, Cambs PE17 4LG



Tel: +44 (0)480 493344  
Fax: +44 (0)480 493343

### TECHNICAL SALESPERSON

#### Prepack Machinery

Due to continued expansion we require a Technical Salesperson to further our range into Pre-pack Machinery

This person will have some experience of Pre-pack machinery and the requirements of pack houses in the future.

This position would ideally suit a young energetic person, willing to work hard to enhance their remuneration.

A company car will be provided as this position will involve travel throughout the U.K.

Other benefits are commensurate with such a position in a large company.

For an application form please apply in own handwriting, enclosing a full CV to:

John Gregory  
General Manager  
Lingarden Sales Ltd  
Weston  
Spalding  
Lincs. PE12 6HP

### Business for Sale

### BUSINESS FOR SALE

Successful Sales & Marketing Company Selling Stretch Film Products. Blue Chip Industrial Outlets with extensive Export Markets.

Turnover £593k, GOOD PROFITS.

Ideal acquisition for:

• STRETCH FILM CONVERTER • STRETCH FILM MANUFACTURER

• NATIONAL PACKAGING MATERIALS DISTRIBUTOR

This is an outstanding opportunity to acquire a very successful Sales & Marketing Operation.

SERIOUS ENQUIRIES ONLY - In strict confidence to:

Packaging News, Box No.9999, Maclean Hunter House, Chalk Lane, Cockfosters Road, Barnet, Herts. EN4 0BU